

# THE COSTCO CONNECTION

May 2011 • Volume 26 • Number 5

A lifestyle magazine for Costco members

## Good sports 30

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# THE COSTCO CONNECTION



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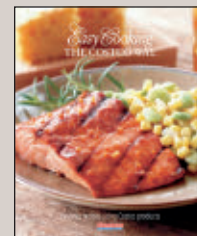
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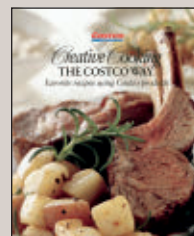
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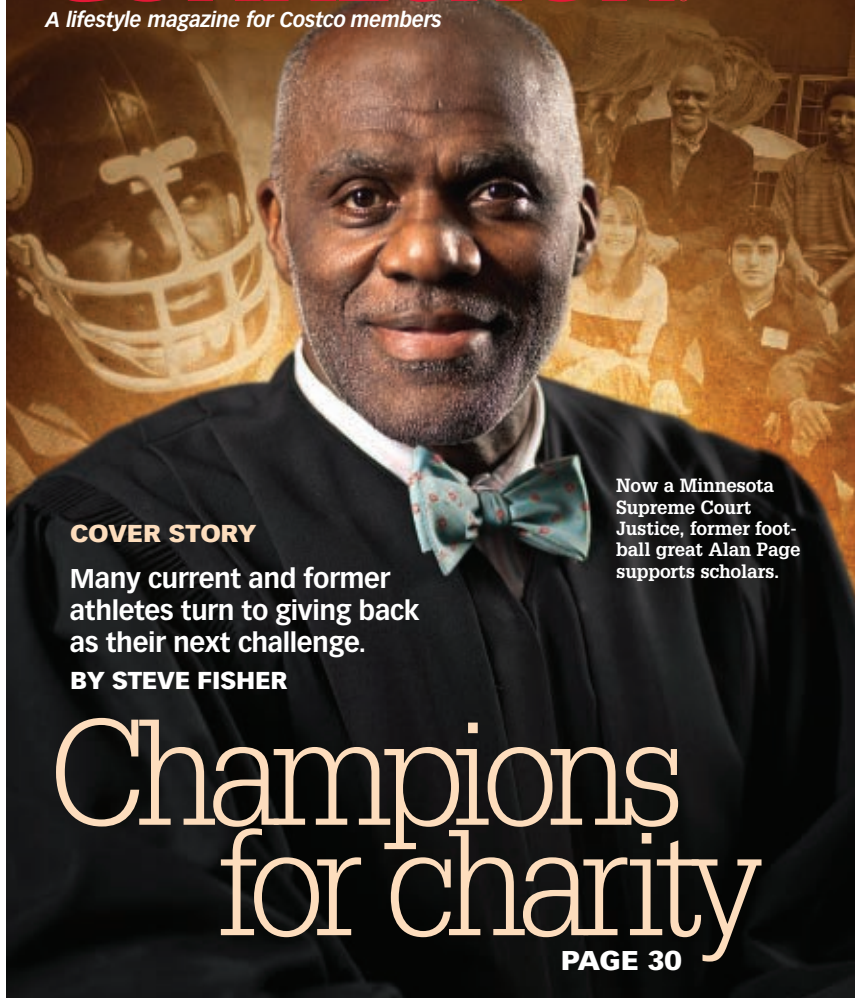


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# Champions for charity

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## from the publisher's desk

Ginnie Roeglin

THIS MONTH, we are pleased to feature several Costco members who also happen to be famous athletes in our cover story. Instead of indulging in the kind of bad behavior that is often in the news these days, these athletes have used their fame and fortune to do tremendously good things to benefit children, promote education and fight diseases. You can read their inspiring stories starting on page 30.

Other members are also tremendously generous. Since the disastrous earthquake and tsunami in Japan on March 11, Costco members, suppliers and employees have donated more than \$5 million to the Red Cross relief effort worldwide!

This month marks the beginning of another campaign that is important to Costco. Every May, we sell paper balloons in our warehouses to benefit 170 children's hospitals throughout the country. Costco also adds a donation, and together we give millions of dollars to fund medical care for sick children who otherwise cannot afford treatment. You can read more about this campaign on page 97.

We honor our mothers this month on May 8. If your mom lives far away, you might want to send her a beautiful bouquet or a tower of fruits from Costco.com. You'll also find a selection of jewelry and other gifts on our website and in our warehouses.

Our congratulations go out to graduates this month. You may wish to top off your celebration with a special cake from our bakery, decorated in your school's colors. See the Buying Smart article on page 92 for the inside scoop on our scrumptious cakes.

Summer is nearly here, and you'll want to check out our special Travel and Recreation section for tips, trips and great outdoor products, starting on page 69.

We end this month by remembering the sacrifices of our military men and women on Memorial Day. Our sincere thanks to our vets and our moms this month from all of us at Costco! ☺



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.

## from the editor's desk

David W. Fuller



David W. Fuller is Assistant Vice President, Publishing, and Editor of The Costco Connection.

IN 1753, 22 YEARS before he became the first postmaster general of the United Colonies, Benjamin Franklin served as one of two concurrent joint postmasters general of North America for the British Crown Post. One of his great challenges in that position was to discourage people from "sending their letters out of the mails." The practice of using private delivery was causing a revenue problem.

Fast-forward 258 years, and the 73rd person to hold the position of U.S. postmaster general seems to be facing the very same challenge, albeit from a digital angle even

Franklin, with all of his prodigious genius and foresight, could not have imagined.

I had the pleasure and honor of sitting down with Postmaster General Patrick R. Donahoe a few weeks ago in his office at L'Enfant Square in Washington, D.C. (See story, page 25.) The choices he, the U.S. Postal Service and its government regulators (including Congress) will soon be making will have an impact on every single Costco member. Will delivery be cut to five days? How many additional post offices will be closed? Can physical mail service survive alongside email and the burgeoning social media options?

I am not the first to find Donahoe a frank and remarkably cheerful executive, someone who still favors his hometown, Pittsburgh, over what he sees as a sometimes less than hospitable political environment in the nation's capital, where he served as deputy postmaster general for 20 years before officially stepping into the top job this past January. I found Donahoe's optimism and enthusiasm for the future of the Postal Service contagious, especially considering that just a few days earlier he had been put through the wringer by several members of a House subcommittee charged with considering some of these thorny issues.

"I appreciate being entrusted with such an immense responsibility," Donahoe said on Capitol Hill. "I am so proud to be a part of an organization that is vitally important to our country." ☺



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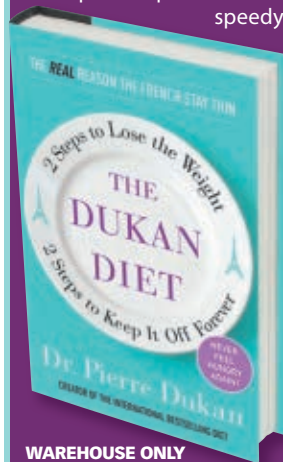
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## Debate goes on



### In response to the April Debate, "Is college worth it?"

**YES.** You can lose your job, your home, your car, etc., but no one can ever take away the knowledge and experience you receive from a college education.

*Tricia Reynolds  
Tulare, California*

**NO.** Traditional four-year colleges are not for everyone. Trade schools and other educational institutions that take someone directly into their field of interest might be more appropriate and could save students thousands of dollars.

*Margot Sneed  
Makawao, Hawaii*

## Member comments

### Coffee question brewing

I love Costco, I love *The Connection*. However, the article on the Starbucks/Costco connection ["The big 4-0," April 2011] has me puzzled.

Does Starbucks roast all the Kirkland Signature™ coffees? I have been buying the Rwanda beans, but there is nothing on the package that mentions Starbucks. However, today in the warehouse I saw a Kirkland Signature medium roast and it does say that the beans have been roasted by Starbucks.

Please clarify. I'm a huge coffee snob, but whatever the answer is, I'll still buy my beans at Costco!

*Linda Daniel  
Bastrop, Texas*

*Tess Wilkins, Costco assistant general merchandise manager, responds: Starbucks is the roaster for the whole-bean coffee labeled Kirkland Signature Roasted by Starbucks. We may stock up to three items (Espresso, House Blend and House Blend Decaf) depending on the location.*

*For the other Kirkland Signature whole bean products—Colombian, Guatemalan, Rwandan and Sumatran—we have teams working with farmers in these country to source premium coffees at fair prices. These coffees are roasted by the Rogers Family Company and Costco's own roaster, Costco Wholesale Industries.*

### Paycheck alert

I am a small-business owner who has been in business in the same location since 1979. Since I travel a lot, I use Intuit to process my payroll and require my employees to allow direct deposit for their payroll checks.

While the [Consumer Connection, April 2011] deals with job scams, Mr. Horowitz states, "Do not give personal bank account, PayPal account or credit-card numbers to an employer." This advice is a disservice to both established employers and to potential employees.

This advice applies only to companies that are not firmly established.

*C.T. Ross  
Houston, Texas*

CONTINUED ON PAGE 10

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### Connection comments from off the network

"If your barber's only reading material is *Costco Connection*, I'd say you've done pretty well for yourself." *Tweeted by blukum*

"Well, clearly I have 'made it' to the big time ... recently quoted in the Costco magazine, in 'Carrot or Stick' [Canada March/April] ... *Tweeted by stephanestaples*

"Pretty interesting article about @Starbucks in the new [April] *Costco Connection* magazine." *Tweeted by TheSocialTrip*

"Do you think it's far fetched that Costco would jump into the wedding business? I am not that surprised— when it comes to throwing a big party I know that Costco is on my list to shop at." *Blogged at bridalgownblog*



### Avoid tired tires

Your article on when you should change your tires ["When it's time to re-tire," April 2011] was very good and provided information for the consumer. But you failed to show how to read the date code number, inscribed on every new tire. The code is easy to understand if you know the format and where to look. It is four digits long, reflecting the week and year the tire was made.

Example: 0211 would indicate the tire was made the second week of the year 2011.

This is also important when buying new tires, to make certain that the tires were not lying around on the dealer's shelf for years.

*Edward Buckberrough  
Howell, Michigan*

### Milking the allergy issue

The last point made in the article ["Fending off spring allergies," April 2011] indicating that dairy products increase mucus production is untrue. Studies have proven that there is no association between milk consumption and increased mucus.

A 2005 study published in the *Journal of the American College of Nutrition* states, "In individuals inoculated with the common cold virus, milk intake was not associated with increased nasal secretions, symptoms of cough, nose symptoms or congestion." In addition, a previous study showed that while people exposed to milk reported subjective increases in sensations of congestion and cough, there were no measurable increases in actual nasal secretions.

*Annie Chern, M.D.  
Sunnyvale, California*

### MONTHLY READER SURVEY

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Several respectable sources, such as the Mayo Clinic, cite dairy's ability to thicken mucus, but not create it. These sources do indicate, however, that additional phlegm may be caused by consumption of dairy products if one has an allergy or sensitivity.—Ed.

### Where's the fish?

In your February 2011 issue you had a wonderful article on Kirkland Signature frozen fish ["Net gain," Buying Smart].

I went to the store to purchase your mahi-mahi and cod as mentioned in the article and loved it. I then went back to the store to get more, only to find out they are discontinued. I am very disappointed. Why would you publish an article about products that you plan on continuing to carry, only to disappoint your customers?

Bob Moore  
Vancouver, Washington

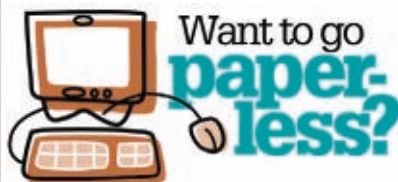
Costco buyer Scott O'Brien responds: I understand your disappointment. We did not anticipate the shortage. Fishing this season was very poor, due to inclement weather. Colder water temperatures kept the fish too far offshore and out of reach of the fishing vessels. Hopefully, we will have the item back in by fall or sooner when the season begins again.

### Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to [dialogue@costco.com](mailto:dialogue@costco.com); or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

### CORRECTION:

Contrary to a Windows 7 PC ad claim (April 2011, page 22), iLife is included with all new MacBooks.—Ed.

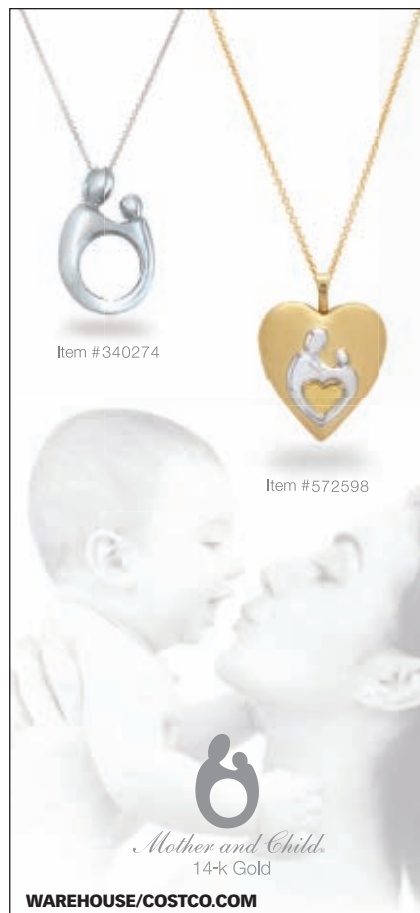


*THE CONNECTION* is available each month in a digital replica *Online Edition*. Many members have opted to drop the print edition and receive only the *Online Edition*. This convenient option reduces paper and ink consumption, and cuts freight and postage expense.

To receive a dedicated monthly email with a link to each new issue of the *Online Edition*, go to [Costco.com](http://Costco.com) and search "subscription." You will need to provide your Costco membership number to subscribe.

### Print edition changes/cancellations

TO STOP RECEIVING the print edition of *The Connection* or to change your address, send an email with the code directly above your name, and your name, address, city, state and zip code as they appear in the mailing-address area of the magazine, to [subscription@costco.com](mailto:subscription@costco.com), or mail to: Subscription Dept., P.O. Box 34088, Seattle, WA 98124-1088. Be sure to include your Costco membership number.





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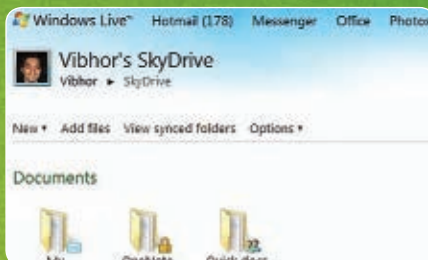
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**PAUL AND SARAH EDWARDS:  
LIFESTYLES FOR THE MILLENNIUM**

MARY ANN HALPIN PHOTOGRAPHY



**Paul and Sarah Edwards**  
([www.elmstreeteconomy.com](http://www.elmstreeteconomy.com)) are the co-authors of a new edition of *Home-Based Business for Dummies* and 16 other books.

## Small biz in government

THE SMALL BUSINESS Administration (SBA) recently made changes to its 8(a) certification program for socially and economically disadvantaged small firms, in an effort to ensure that certified small businesses were getting more opportunities.

To qualify, a firm can't exceed a certain size limit, which varies by industry; has to be able to meet certain economic criteria; and must show it is socially disadvantaged, such as minority owned. To learn more, visit [www.sba.gov](http://www.sba.gov) and search "8(a)."

✓ If you qualify, get your financial house in order. The SBA requires a huge quantity of documentation on every aspect of an 8(a) business and its owners.

✓ If you don't qualify, the government offers a number



of small-business certification programs, including Small Business, Small Disadvantaged Business, Women-Owned Business, Service-Disabled Veteran-Owned Business and HUBZone Business. For more information, visit [www.sba.gov](http://www.sba.gov) and search "small-business certifications."

✓ If you are new to government contracting, partnering with an 8(a) or women-owned firm can help you gain the experience and credibility you need and increase your chances of winning government contracts. Learn more about teaming at [www.teamingusa.com](http://www.teamingusa.com).

For more resources and tips on how to sell to the government, visit [www.openforum.com/governmentcontracting](http://www.openforum.com/governmentcontracting). ☐

## The utilization principle

IF YOU'RE IN A business that sells goods or services, you depend on discretionary spending. You've probably noticed that for several years discretionary spending has been at an epic low.

Now, with energy prices gyrating skyward, the amount of money consumers and businesses have to spend for non-necessities is sliding again. If you haven't already done so, you need to reposition what you offer in your business and how you position it in terms of what we call the "Utilization Principle."

The concept applies to most small businesses. For some entrepreneurs, adopting the Utilization Principle requires making tradeoffs. "Do what you love and the money will follow" may not apply to what you need to do to make money. Entrepreneurs sometimes have a "field of dreams" mind-set, launching businesses or products in the belief that customers will line up, which might not be the case.

The fact is, virtually all businesses need to think

more broadly. They need to think foremost of who will utilize their product or service, and even where they will utilize it. For example, gastronomic delights such as sashimi, sushi or panini that could previously be enjoyed only in upscale restaurants now do better in shopping center food courts.

Gift basket makers who relished assembling beautiful baskets for special occasions are shifting their sales to customers with a more practical need, such as a physician who depends on referrals from other doctors and uses gift baskets to say thank you. A woodworker who produces beautifully handcrafted furniture may do better specializing in funeral urns.

If you have an existing business, talk with current and past customers and listen for clues to how you can make what you offer more usable. If you're planning to launch a new business or product, thoroughly investigate and validate if there's a market that will use what you have in mind. Either way, determine if, with available time and resources, you will have access to people and businesses who will appreciate and use your work as well as be able to pay for it. ☐

**More in archives**  
On [Costco.com](http://Costco.com), enter "Connection." At *Online Edition*, search "Paul and Sarah Edwards."

## How to get your small business online (without a website)

THE YEAR 2011 is well under way, and if your small business isn't online for a portion of your marketing you stand a chance of being left behind, according to small-business consultant and Costco member Shelly Allen ([www.shellyallenonline.com](http://www.shellyallenonline.com)). Ninety-four million American adults are online every day, she explains, and 64 percent of them use the Internet as their primary way to search for local businesses—so if you aren't online potential customers will find someone who is.

If you haven't tackled the world of the Internet, Allen says not to worry. Here are three simple tasks she recommends you do to get your small business online today even if you



don't have a website yet.

① Create a free business listing on search engines such as Google, Yahoo and Bing.

② Create a free business listing on the different Internet Yellow Pages.

③ Create a free business listing on consumer/business connection sites such as Yelp.com, MerchantCircle.com and Local.com.

These three steps are easy to follow, but if your time doesn't permit or you're not comfortable with doing it yourself, Allen says you can hire someone or even ask a computer-savvy teenager to do them for you.

Allen says it doesn't matter what type of small business you own. You can be a hair salon owner, real estate agent, contractor, restaurant owner, landscaper, dentist, flower shop owner, chiropractor, etc. What matters as a small business is having an online presence, even if it's minimal, in order to remain competitive.

"This is to help you get started today without a website," says Allen, "but, ultimately, a website is a very important for your small-business presence." ☐



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# Safe travel advice

WITH THE SUMMER vacation season upon us, it is important to be smart and focused to avoid being separated from your money. Here are some of the most common scams to be aware of when traveling.

## Credit cards

One credit card scam can occur when you make a purchase from a local shop. Your card will be taken into the back of the shop, and while you think it's being charged for what you've just purchased, the scammer is cloning your card on a device that captures your numbers so they can be copied to a counterfeit card, complete with security holograms. Sometimes this can take place right in front of you, under the shop desk or any number of places you can't see. An accomplice might even try to distract you with an argument or altercation.

Another con may take place right in your hotel room. The scammer will call and claim he or she is from the front desk and needs additional information in regard to your bill. You will be asked for details, such as the numbers of the credit card in question.

Never let your credit card out of your sight, even when you are paying a shopkeeper. If you can see your card, you can see what's happening to it. If you're called with the late-night card scam, tell the caller you will bring your card to the front desk in the morning.

## Free vacations

Offers of a free vacation may arrive via snail mail or email. They announce you've been selected to win a free vacation. However, to claim the "gift," you must pay a processing fee that may actually exceed the cost of a similar trip. Also, you may notice that the travel dates are limited.

Sometimes the phone number by which you can purportedly redeem your prize is a 900 number or one outside the United States—a ruse to generate sky-high per-minute fees payable to the scammer.

Always do your own background check on every detail of your vacation, and take note of any irregularities. Consider purchasing travel insurance, which can protect you from financial and medical loss.

## Hotels

A common scam involves online reviews by "anonymous sources." Glowing reviews rave about the accommodations. Beware, as these reviews could be fake, generated by someone who works at the hotel or a person with a controlling interest in you staying there.

Trust reviews from reputable sources only, such as Lonely Planet guidebooks. Compare and contrast reviews, and take note of any discrepancies.

## Money exchanging

The best way to avoid trouble is to exchange enough money before leaving for your destination. If you must exchange money after arriving in a country, you should seek out an official entity at which to exchange money, such as a bank or ATM, in order to avoid being cheated.

## Taxis

Drivers taking you from the airport into town might try every trick in the book, from asking you for an inflated fare to needlessly driving around the streets to raise the price. Not only can this be costly, but you could soon find yourself lost and helpless in a foreign country.

Another scam can occur if your driver tells you that your hotel or restaurant has been closed or damaged and wants to drive you to another site. Many times drivers and hotels work in cahoots, and drivers will escort you to the hotel of their choice, which is often subpar. You may get fleeced for a couple of tours and unnecessary meal plans while they're at it.

Arrive with knowledge of the distance between the airport and your hotel. Travel only with licensed taxis, agree on a fee before starting out and don't pay until you get where you want to be.

Confirm your destination in advance. Make sure you check the name and address of the place before you're shuffled off.

To help you prepare for your trip, visit [www.travel.state.gov](http://www.travel.state.gov). Here you'll find information such as the location of the U.S. embassy and any consular offices; whether you need a visa; crime and security information; health and medical conditions; and localized hot spots. This is a good place to start learning about where you are going. [4]



AMY CANTRELL

**David Horowitz is a leading consumer advocate ([www.fightback.com](http://www.fightback.com)). He is a frequent guest on radio and television stations. Consult your local listings for dates and times.**

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## Ask David Horowitz

SEVERAL MONTHS AGO I purchased a 2006 Subaru from a Subaru dealer. A rod blew through the engine and it was towed back to the dealer. The dealer told us that because the car had aftermarket parts not installed through Subaru, the engine would not be covered. The car was sold to us with those parts, and we were not told that because of those parts the warranty would be void. The dealer then told us that if we paid for the price of those parts, they would activate the warranty. However, after we paid, Subaru said that they still would not recognize the warranty. What can I do?

Patti  
New York

FIRST OF ALL, take the car to a mechanic to get a detailed estimate on the damage, and ask what may have caused it. With this information, go to a second Subaru dealer and tell them what has happened. If you still are unable to get the damage repaired at no additional cost to you, call the Subaru National Customer Service Center and demand that you get the service promised in your initial warranty. They are responsible for any and all damage on a car they sold to you. Do not stop until you are satisfied with the repairs on the car. [4]

 **More in archives**  
On Costco.com, enter  
"Connection." At Online Edition,  
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## Do you have a question for David?

Just log on to [www.fightback.com](http://www.fightback.com) and "Ask David." For a fee, he will personally respond to your problem if you follow the instructions printed on his website. (Costco members receive a rebate off the normal fee.) Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on [www.fightback.com](http://www.fightback.com).





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Please include

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in the subject line; or fax to

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**The Costco Connection**

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Seattle, WA 98124-1088.

Suze will answer selected questions in this bimonthly column.

She regrets that unpublished questions cannot be answered individually.

Suze Orman's TV show airs Saturday nights on CNBC. Suze can be contacted at [www.suzeorman.com](http://www.suzeorman.com).

BRIAN BOWEN SMITH



# Borrowing from yourself

**By Suze Orman**

**WE HAVE \$22,000 in credit-card debt spread over four cards. We owe \$300,000 on our home and have a 30-year fixed-rate mortgage at 5.25 percent. I have \$102,000 in a 401(k) and I am thinking about borrowing at 5 percent from myself to pay off these credit cards. What do you think?**

Dave Y.  
Howell, MI

BORROWING MONEY from a 401(k) is one of the biggest mistakes you can make, for two reasons. First, if you are laid off because business is slow, you typically would have to repay the loan in just a few months. If you failed to repay the loan, it would then be treated as a withdrawal, and you will owe income tax on that money. If you are younger than 55 at the time you are laid off, you could also owe a 10 percent early-withdrawal penalty.

The other reason is that the money in your 401(k) came from pretax contributions. When you repay the loan it will be from regular income that has already been taxed. Then, years down the line, when you retire and withdraw that "repaid" money, you will pay tax on the withdrawal, as all withdrawals from traditional 401(k)s are taxed as ordinary income. That means you are paying tax again on those repaid loan dollars.

I would much rather you consider other alternatives. Is there any chance you could take on a part-time job to generate more income? Of course, I am assuming you have already taken a fine-toothed comb to reduce every possible expense. As I explain in my new book, *The Money Class*, standing in the truth of what is real for us today is the centerpiece of building a more secure tomorrow.

**I AM 81. In 2001 my IRA account was \$76,000. Today, with the recession, I have \$23,000. My broker tells me to leave the account alone because taking money out of my IRA will cause serious penalties. My own thought is better to pay a penalty than be left with nothing. What do you advise?**

Laura P.  
Long Island, NY

I HAVE NO IDEA what your financial adviser is taking about. There is absolutely no tax penalty if you make a withdrawal from your IRA. Once you are age 59½, you can withdraw money from an IRA and not be hit with the IRS's 10 percent early-withdrawal penalty. You will owe income tax on any money you withdraw from a tradi-

tional IRA, but there should not be a penalty in most cases.

The only reason for a penalty that I can think of is if your broker has invested your IRA in an annuity—and I sure hope he hasn't—but he may be referring to some sort of penalty or surrender charge for cashing out. He might have invested your money in a B share mutual fund that has a penalty fee if you cash out early, usually before five to seven years. Or he may be trying to talk you into not touching your money so he can keep earning commissions or fees on it. You need to find out exactly what you are invested in, and whether there is, in fact, a real penalty, so you can make an educated decision.

If you do not have confidence in this broker, and you determine there is no real penalty or it is not too prohibitive, please look into doing a direct IRA rollover. You can move the money to a new account at a discount brokerage. As long as the money stays in an IRA, there will be no tax or penalty on making the switch. You will owe tax only on your withdrawals from your IRA account.

That said, I want to make sure you are clear about your true losses. As you probably know, the IRS requires that retirees make annual required minimum distributions (RMDs) from traditional IRAs in the year after they turn 70½. You should have been receiving those distributions for the past 10 years. (In 2009 the IRS allowed retirees to skip their RMDs if they wanted to avoid the withdrawal during the bear market.) Given that the overall performance of the stock market during that stretch has been pretty flat, those withdrawals could partially explain why your balance is lower. That doesn't mean you shouldn't be concerned; but I want you to be aware of all the factors at play here.

**MY HUSBAND and I have a 401(k) that lost approximately \$140,000 over the last year. We also have an IRA that lost more than \$12,000. When filing our taxes, are we eligible to deduct any of those losses?**

Christie K.  
Puyallup, WA

NO. YOU CAN'T deduct losses on investments inside a tax-deferred retirement account. ❌

**More in archives**  
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# Should literary classics be sanitized?

MARK TWAIN'S *The Adventures of Huckleberry Finn* has long been considered one of America's literary masterpieces. But a recent edition has been edited to remove racially charged words.

Supporters of the revised edition say that many Americans find these words so offensive that the original version of the book has been banned in some schools and libraries. They say a revised edition maintains the mood, context and style of the original; allows everyone to enjoy the work; and encourages reading.

Critics argue that writers often use derogatory words to depict a character's attitudes and personality. They say that sanitizing the language of a classic amounts to desecrating the writer's work, rewriting history and denying modern students the learning experience of asking hard questions about the material they read.

What do you think?



**Find out more about this topic on the Web:**

<http://themoderatevoice.com/97181/huck-finn-censored-and-sanitized>

[www.nytimes.com/roomfordebate](http://www.nytimes.com/roomfordebate) (Search "Huck Finn")

[www.telegraph.co.uk](http://www.telegraph.co.uk) (Search "Huck Finn")

[www.post-gazette.com/pg/11007/1116193-153.stm](http://www.post-gazette.com/pg/11007/1116193-153.stm)

## YES

**from members:**

**Randi Wilkinson**  
Las Vegas, NV



Parents can expose their children to the original edition if they feel their kids are mature enough, or they can read the revised edition now.

**Paul Faamuli**  
Anchorage, AK



[It was a] different time when he wrote [it]. The language should be sanitized to reflect our society and our values in our community and our country today.

**Agnes Carriere**  
La Crescenta, CA



I didn't like what I saw and see. I watched *To Kill a Mockingbird* and didn't like what I was seeing, and I'm from that time.

## NO

**from members:**

**George Ruopp**  
Wilmette, IL



Everyone should be able to read what history is all about. You don't hear the British saying that they are going to change Shakespeare's work.

**Claudette Rhodes**  
Cedar Hill, TX



[It] should be kept in its original context for purposes of students asking hard questions and as a yardstick to see how we have or have not evolved.

**Jonathan Cartrette**  
Hoover, AL



[It's] sanitizing the history of culture and the formation of norms and mores. It's better to record and debate that rather than pretend it never happened.

## from an expert in the field:



**Alan Gribben**, a professor at Auburn University in Montgomery, Alabama, helped produce the NewSouth Edition of *Huckleberry Finn*.

MARK TWAIN JOKINGLY defined literary classics as books “which people praise and don’t read.” Ironically, Twain’s two most famous novels are suffering a degree of that very fate owing to a racial slur: the “n-word.” Striving for greater social civility, public school districts are increasingly reluctant to assign either *The Adventures of Tom Sawyer* or *The Adventures of Huckleberry Finn*, which contain a combined 228 repetitions of this abhorred word. Because many

colleges do not require American literature courses, generations of students complete their education without encountering these great works, simply because of a single detestable epithet.

Mark Twain employed the “n-word” in an effort to re-create the dialect of uneducated people during his Southern boyhood. He had no way of predicting that this element would become inflammatory in the 21st century.

Is the “n-word” absolutely essential for capturing the racial atmosphere Twain was depicting? Not really. Substituting the term “slave” keeps readers adequately aware of the deplorable race relations prevalent along the Mississippi River during that time.

Would Mark Twain approve of making this change? No one can be certain, but we do know that he was an unapologetically commercial author, seeking every opportunity to follow up on literary trends and increase his reading audience. For nearly 30 years he had his writings sold door-to-door rather than in bookstores in order to reach the largest possible number of customers. Making this translation of the “n-word” enables all schools to consider these novels for adoption and still preserves Twain’s emphasis on the evils of the slave system.

The NewSouth Edition (available at bookstores or at [www.newsouthbooks.com](http://www.newsouthbooks.com)) offers readers a chance to sidestep the “n-word” acrimony that has dominated and distorted public discussions of *Tom Sawyer* and *Huckleberry Finn* for 40 years. Readers can now focus on deeper messages in these novels: the thrill of adventures that lead to discoveries, the yearning for freedom that makes terrible risks worthwhile and the price of social conformity that blinds people to immoral practices. The brilliance of Twain’s artistry hardly depends on one universally hated racial insult. Those readers seeking Twain’s original wording can easily purchase the numerous other editions of these books. [E]

## from an expert in the field:



**Kent Oliver** is an active member of the American Library Association and is the current president of the Freedom to Read Foundation ([www.ala.org](http://www.ala.org)).

MARK TWAIN’S BOOK *The Adventures of Huckleberry Finn*, first published in 1884, is one of America’s literary masterpieces. A recent edition conceived by Alan Gribben, professor of English at Auburn University and Twain scholar, has been edited to remove racially charged words. This edition clearly subverts the intent of the author: depicting life on the Mississippi River in the 1800s. It contributes to a disturbing trend in our society to dumb down controversial ideas, subjects and language in our literature. An exhaustive list of titles and topics demonstrating this practice may be found at [www.ala.org/ala/issuesadvocacy](http://www.ala.org/ala/issuesadvocacy).

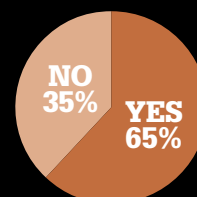
Because of its language and surface racism, *Huck Finn* has often been the target of book challenges and bannings. Ironically, the book is highly regarded in part because of its undeniable anti-racism message. Any deviation from the original is a desecration of the author’s work and original intent. Mr. Twain himself was very particular about the words he used and why. According to an oft-used quote by the author, “the difference between the almost right word and the right word is really a large matter—it’s the difference between the lightning bug and the lightning.” Possibly foreseeing a challenge to his “right words” such as Professor Gribben’s, Twain was famously concerned over copyright laws and desired to control his works, including his autobiography, beyond the grave.

While there is certainly a place for comfortable literature that entertains, the appeal and great impact of *Huck Finn* today lies in the fact it does not always make us feel comfortable—not with late-1800s America or with that of 2011. Its power is in the use of uncomfortable words and an insight into a time period that gives us pause for serious reflection.

The American Library Association’s Office for Intellectual Freedom and the Freedom to Read Foundation, along with thousands of librarians and information professionals, support the premise that the most dangerous idea is the suppressed idea. As a society we should be committed to the right of unrestricted access to information and ideas, regardless of the viewpoints of the author or the reader. Without this commitment we run the risk of rewriting history as well as great literature. Students have heard the words; let them read and understand the ideas that go with them. [E]

## APRIL DEBATE RESULTS:

Is college worth it?



Percentage reflects votes received by April 15, 2011.

• • • • •

## MARCH DEBATE RESULTS:

Is offshore drilling in the best interest of the United States?

YES: 56% NO: 44%

Percentage reflects votes received by March 31, 2011. Results may reflect Debate being picked up by blogs.



See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.



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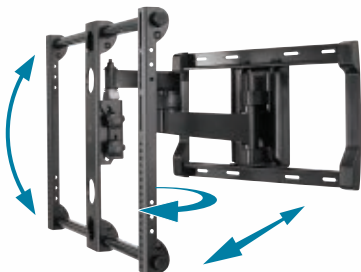
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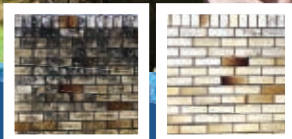
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# Pushing the envelope

## United States Postal Service at historic crossroad

By David W. Fuller

**TRUE OR FALSE:** The first three months of 2011 were a profitable operating quarter for the United States Postal Service (USPS).

Answer: True.

That's right. If you are talking about receiving and delivering mail and packages throughout the United States, along with a few other services, the Postal Service is profitable. In fact, from 2006 through 2010 the USPS turned an operational profit of \$700 million. Then why the perception that it is going broke and in a downward spiral?

There is no doubt email has greatly reduced postal volumes. There is no doubt major workforce reductions have not fully compensated for lost revenue, which has negatively affected the bottom line. But that impact pales in comparison to a double burden: the pre-funding of employee retirement and healthcare benefits. To date, the pre-funding amounts to more than \$50 billion. This year alone, the addition to that obligation will be \$5.5 billion.

Take that debt burden away and the USPS becomes immediately profitable, at least for the time being.

The impact of the digital revolution will continue to erode the number of magazines and catalogs mailed, the number of bills being sent and paid by mail, the number of first-class letters being sent to friends and family. With or without relief from the pre-funding requirements, the USPS faces further downsizing.



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All of this has led to a lot of rumors, trial balloons, posturing and politics surrounding the future of the Postal Service. Will delivery be cut back to five days? Just how many—and which—post offices will be closed? Will first-class mail, a money loser, be eliminated?

In some quarters of Washington, D.C., and other places, the very mission and nature of the Postal Service, perhaps even its continued existence, are being reexamined.

In search of perspective on this state of affairs that likely will affect every member of



THOMAS BROWN/FEDERAL TIMES

**Postmaster General Patrick Donahoe heads the USPS at a great crossroads in the Postal Service's history.**

Costco in one way or another, *The Connection* spoke with Postmaster General Patrick R. Donahoe, who officially took over his post, a presidential appointment, in January after longtime Postmaster General Jack Potter, a veteran of two administrations, retired. For a captain assuming the helm in the middle of a storm, Donahoe remains astonishingly upbeat. "The fact is, the Postal Service is still a

### The Costco Connection

Costco members can purchase "forever" stamps at all Costco locations.

very important part of the American economy and American society," he tells *The Connection* in his office in Washington, D.C. "I think sometimes, with the Internet age and everything else, people kind of downplay that."

Those who agree with Donahoe, who takes the reins after 20 years of service in the USPS, are quick to note the Postal Service actually predates the formation of the U.S. government (Ben Franklin was the first postmaster general), and it receives its mandate of universal service from the U.S. Constitution.

Yet, a paper released in February by the USPS's Office of the Inspector General poses this question: "What is the nation's essential need for the Postal Service in the 21st century?" Donahoe eschews what he terms this "college campus" approach of "starting from square one," and insists it will be postal customers who determine the future of the USPS, not the academics or politicians.

Nevertheless, because of its Constitutional mandate and the fact that its budget is part of the federal budget, politicians will have a lot to say about the Postal Service's future. For starters, there is that huge issue of the pension and retirement pre-funding. Only Congress can repeal the provisions of the 2006 Postal Accountability and Enhancement Act that require the pension and healthcare pre-funding. Two bills currently working their way through Congress may have a better chance of passing than bills put forth in previous Congresses. Donahoe, fresh from testifying on Capitol Hill a few days before we spoke, said both bills could provide relief, but he expressed concern about their fate. "I would feel more comfortable if it were moving in a more positive direction," he says.

Politics also come into play when it comes to closing post offices. As one congressman commented during Donahoe's testimony, only partly facetiously, he was all for trimming post offices—"just not in my district!"

There is little disagreement in Washington that the Postal Service needs to address the ongoing challenge of rightsizing operations to compensate for declining mail volumes. Mail reached a peak of 213 billion pieces in 2006 and has steadily declined, with 172 billion

CONTINUED ON PAGE 26

**"The fact is, the Postal Service is still a very important part of the American economy and American society."**

**—Patrick Donahoe**



pieces projected for this year. Although postal employment (accounting for 80 percent of the service's expenses) has been reduced from 804,000 in 2000 to 574,000 today (all through attrition, according to Donahoe), more positions will have to be dropped. He noted that another 215,000 employees will be in a position to retire in the next five years.

Interestingly, one of Donahoe's first steps in that direction was his announcement in late March (after our interview) that 7,500 middle- and upper-management positions

to the rank and file ratification of a tentative agreement that gives the USPS more flexibility in dealing with workplace issues.

Moreover, the APWU has urged Congress to repeal the health benefits pre-funding sections of the law. "No other private company or government agency is forced to bear such a burden," an APWU statement noted in February.

Another big part of the necessary right-sizing of operations will be closing some of the remaining 32,000 post offices it owns

offices based only on financial performance. "People think we are making this stuff up," Donahoe said, "but we aren't."

Of course, another controversial operational step, originally floated by Donahoe's predecessor, is moving from six days of delivery service to five. Donahoe seems to be putting less emphasis on that idea than Potter did, but he did point out this could eliminate as many as 50,000 of the current 574,000 postal positions.

Regardless of the steps to be taken, Donahoe's optimism, albeit after just three months in his current role, remains unshaken. "The key thing for us," he says, "is to still provide universal service at a universal price ... and dependable service. And I think we can do that." [E]

**“The key thing for us,” he said, “is to still provide universal service at a universal price ... and dependable service.”**

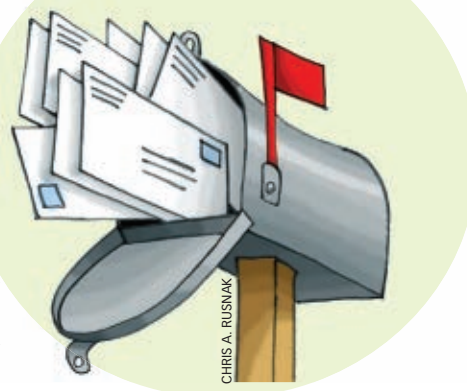
**—Patrick Donahoe**

would be cut and several district offices (not post offices) would be consolidated. This after a large reduction in the number of his own direct reports, something he announced immediately on taking office.

Perhaps it is that kind of signaling to the vast employee workforce (after Wal-Mart's, still the second largest in the country) that helped accomplish another important step. In late March, the American Postal Workers Union (APWU) leadership and collective bargaining negotiation team recommended

and operates. "All of those are under consideration for some type of consolidation," Donahoe says.

"The major focus has been on the offices that don't generate enough revenue to generate more than an hour or so of work in a day," he explained. Makes sense. But another one of those legislative glitches sits in the way. Because of its Constitutional mandate for universal service and the fact that the postal budget is part of the federal budget, the Postal Service is legally prohibited from closing



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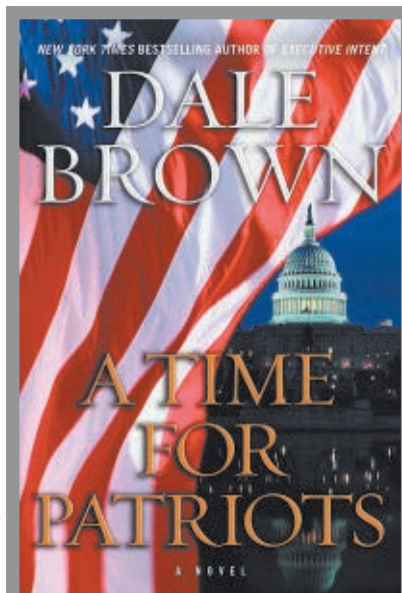




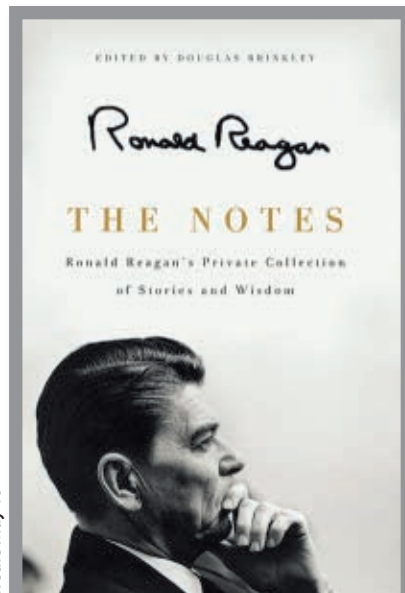
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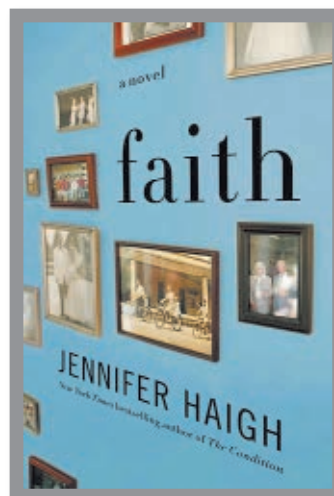
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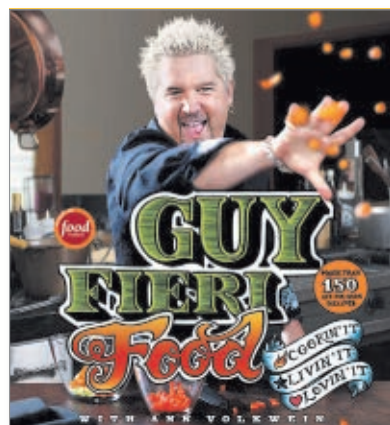
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HARPER/HARDCOVER



# Made in America

## From the moon to Iwo Jima, Valley Forge flags stand tall

By Chris Penttila

HAVE YOU HEARD of the Valley Forge Flag Company? If not, you've certainly seen its handiwork.

On any given day, one of its U.S. flags might fly proudly over the White House or the Capitol Building. The company's flags have flown over U.S. military installations and consulates all over the world, and have draped the caskets of presidents including Richard Nixon, Lyndon Johnson and John F. Kennedy.

"It's almost [a question of] where hasn't it been flown," says Scott Liberman, president and COO of the fourth-generation family company and great-grandson of the founder. "It's hard to even narrow it down. We're very proud of all the places it does fly."

Pennsylvania-based Valley Forge Flag Company traces its history back to 1882, when it was in the burlap bag business. After World War I, the company entered the government surplus business, and U.S. flags were among the surplus items it purchased from the government for resale. "People kept coming back for the flags," Liberman says.

Realizing how popular flags were, the company purchased a textile mill and opened a flag manufacturing plant in Spring City, Pennsylvania, during the height of the Great Depression. The mill was located less than 5 miles from Valley Forge National Historical Park, Liberman explains, hence management dubbed the company Valley Forge Flag Company Inc.

During World War II, it expanded into government and military contracting, which remains a steady part of the business today alongside the company's fast-growing custom flag-design business, which creates flags for advertising

and provides poles, brackets and other accessories.

"The custom business has been a significant growth part of our business," says Liberman, who is joined in the family business by his uncle Larry Liberman, executive vice president of sales, and his sister Deborah Bergman, the company's chief financial officer.

The special relationship Americans have with the U.S. flag is one reason the company's flags are entirely made in the USA from sourcing to

sewing. The company operates four manufacturing facilities within 90 minutes of Charleston, South Carolina, and purchases the bulk of its raw materials from suppliers in the Carolinas.

If you've ever wondered what goes into constructing a U.S. flag, the answer is a lot of well-honed precision. Sourcing the best materials and then dyeing and finishing them correctly are important to make sure the flag stands up to the elements. Keeping the distinct parts of the U.S. flag square and in proportion can be tricky too. "What's important is trying to keep that flag, by the time it comes off the line and you're looking at it, in proportion correctly," says company vice president Chris Binner. "That's the hard part."

The company's employees know they've sewn up a special job. "It makes me a proud American to know we are sewing flags here instead of overseas," says Kim Killian, vice president of operations. "We are keeping an industry alive that for all practical purposes has gone outside the United States. Every label I sew in a U.S. flag that says 'MADE IN THE USA' makes me even prouder to be a part of Valley Forge Flag Company." ☐

Chris Penttila is a freelance business journalist based in Alexandria, Virginia.



COURTESY NASA/BUZZ ALDRIN

## supplier profile

### Name:

Valley Forge Flag Company

### President and COO:

Scott Liberman

### Employees:

350 to 400

### Headquarters:

875 Berkshire Blvd., Suite 101

Wyomissing, PA 19610-1246

### Phone:

1-800-352-4435

### Website:

[www.valleyforgeflag.com](http://www.valleyforgeflag.com)

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Flag kits (U.S. flag, pole and mounting bracket) available in all warehouses through July 3

### Comments about Costco:

"You can really trust that their employees operate with a significant amount of integrity. And they pass on all of their cost savings directly to their consumer."

—Scott Liberman



NATIONAL ARCHIVES/WWII PHOTO #156

Above: Marines raise the U.S. flag on Iwo Jima in one of history's most-famous photos. Above left: Apollo 11's Buzz Aldrin poses next to the flag on the moon.

## Flag etiquette

VALLEY FORGE Flag Company offers these tips to fly the U.S. flag correctly.

★ In a public venue, the U.S. flag should be positioned to the right of the speakers or on the wall behind them.

★ When flying the U.S. flag alongside those of other countries, make sure both flags fly at the same height and are the same size.

★ The U.S. flag should be in the center of a group of flags only when the center pole is taller than the others.

★ If one flag is flying at half-staff, so should any other flags. Raise all

flags to their peaks before lowering them to half-staff. The U.S. flag is raised first and lowered last.

★ U.S. flags flown at night should never fly in the dark. Always use a spotlight directed at the flag.

★ Treat all flags with respect.

For more tips on flag display, you can visit [www.valleyforgeflag.com/45/Etiquette.htm](http://www.valleyforgeflag.com/45/Etiquette.htm). ☐



P

ROFESSIONAL ATHLETES MAY make headlines with spectacular on-field feats or off-field scandals, but a large number of them are quietly using their positions to make a positive impact on their communities.

"It's interesting to me that, when I first started playing football as a freshman in high school, from the very first day people started looking at me, sort of putting me on the pedestal, and I had hardly played a down yet," says Alan Page, a Pro Football Hall of Famer, and now a Minnesota Supreme Court justice. He recalls people asking him to talk with other young people about education and the value of sports, even from a young age. "I think, over time, that happening so often made it clear to me that I had the opportunity to have an impact but also, given the amount of focus that we put on athletes, that I really had the obligation, and it just sort of evolved over time."

"For the most part, truthfully, players are very interested in giving back to the community or helping out a particular cause," says Darren Heitner, a sports attorney and agent (*dynastyreps.com*) in Fort Lauderdale, Florida. "Some players are more vocal and more active about it than others."

Those players may include superstars, such as Derek Jeter and Peyton Manning, but there are plenty more, and not all capture the spotlight. The Costco members in this story are extremely committed, and may have a lower profile, yet all prove that they are likely worthy to be put on pedestals.

By Steve Fisher

# Pro-activ

## Sports stars giving back

# Alan Page

## Page Education Foundation

P.O. Box 581254, Minneapolis, MN 55458-1254  
(612) 332-0406

[www.page-ed.org](http://www.page-ed.org)

[info@page-ed.org](mailto:info@page-ed.org)

IN A STORIED FOOTBALL career, Alan Page racked up accomplishments that many athletes can only dream of. As a defensive tackle for the Minnesota Vikings and the Chicago Bears he was feared and revered. During the off-season, Page studied law and in 1992 was elected the first African-American associate justice on the Minnesota Supreme Court.

Page was inducted into the Pro Football Hall of Fame in 1988.

"When I found out that I was going to be inducted, I sat down with my wife and some friends, and talked about how we might make that recognition more meaningful," Page recalls by phone from his office in St. Paul.

In his speech, Page said, "It's certainly OK to enjoy the glory and the fruits of bygone efforts. But I think all the men you see here reached the Hall of Fame because they couldn't be satisfied with their past performances. So as I try to give meaning to this event for myself, I want to focus on what I can do here and now."


What Page did, along with his wife, Diane, was start the Page Education Foundation in 1988.

"My parents knew and understood the value and importance of education and they instilled that in me," he says. "And for young people who don't value education as much as they could or as they should, it seems to me that trying to change that focus benefits them a great deal but also benefits all of us in society a great deal."

Page explains his foundation this way: "We encourage, motivate and assist young men and women of color in the pursuit of education beyond high school. We do that in two ways: one, by providing financial assistance [this consists of \$1,000-to-\$2,500 grants]; but two, and more important, we

require those who we give financial grants to—we call them Page Scholars—to go back into the community to work with young children ... specifically in the area of education." Over 23 years, the foundation has given out more than 4,000 grants, resulting in close to 300,000 hours of mentoring (\$807,000 went out to 560 scholars in 2009–2010). "[This is] to send those young children a strong, clear message that education is a tool that they can use to achieve what-

ever their hopes and dreams are.

"It's built on the notion that we put athletes and others on the pedestal and set them out as role models, but the reality is that we are influenced by those we can reach out and touch, and not many of us have the ability to reach out and touch a professional athlete. But over the last 23 years, we've had more than 4,000 Page Scholars who could reach out and touch any number of young children." 



Cristie Kerr talks to participants at her 2009 Birdies for Breast Cancer Charity Golf Classic at Liberty National in Jersey City, New Jersey.

# Cristie Kerr

## Birdies for Breast Cancer

8367 SW 137th Ave., Miami, FL 33183

[www.cristiekerrgolf.com/](http://www.cristiekerrgolf.com/)


[birdies-for-breast-cancer](http://birdies-for-breast-cancer)

IN HER ROLE as a professional golfer, sinking birdies has helped Cristie Kerr achieve more than \$12 million in earnings since 2004. But those birdies have also led to a more personal goal.

"The main cause that I'm involved with is raising money for breast cancer research," says Kerr. "My mother was diagnosed with breast cancer; her sister also had it five years prior; my godmother's had it. It's the official charity of the LPGA [Ladies Professional Golf Association] Tour, with Susan G. Komen, so it was a natural thing for me to want to raise money for breast cancer."

"We started with a small program where I donated \$50 for every birdie I make—and it eventually turned into my sponsors matching me and us holding an annual event that raises hundreds of thousands of dollars. To date we've raised over \$1.4 million, and we've recently broken ground on the Cristie Kerr Women's Health Center at Liberty Health's Jersey City Medical

Center in Jersey City, New Jersey."

In addition to golf, Kerr is a vintner, and her fundraising efforts include her wines. She says, "We make several hundred cases of Cabernet and Chardonnay, where it's an amazing wine, but 100 percent of our profits go to breast cancer." 

CONTINUED ON PAGE 32





# Edgar Martinez

CONTINUED FROM  
PAGE 31

## The Martinez Foundation

P.O. Box 50270  
Bellevue, WA 98015  
(425) 614-8585

[www.themartinezfoundation.org](http://www.themartinezfoundation.org)

[info@themartinezfoundation.org](mailto:info@themartinezfoundation.org)

IN A DECISIVE GAME five in the 1995 American League Division Series against the New York Yankees, Edgar Martinez came to the plate with his Seattle Mariners down 5-4 in the bottom of the 11th inning. It was do-or-die time. As he had done so many times before in his 18-year career, Martinez smacked a two-run double, sending the Mariners to their first American League Championship Series. Many Mariner fans credit that hit with saving baseball in Seattle.

But Edgar Martinez is a hero in Seattle for his off-the-field activities as much as his on-field play. His commitment to the community, along

with his wife, Holli's, includes giving time and resources to Seattle's Children's Hospital and United Way, among many others. Martinez was inducted into the World Sports Humanitarian Hall of Fame in Boise, Idaho, in 2007.

After his retirement in 2004, he and Holli went back to college to finish their degrees and realized a great need.

"If you don't have access to an equitable education, the chances you have in life aren't equitable either," explains Edgar. "Students of color are not graduating at the same rate as white students."

They formed The Martinez Foundation, which endows fellows from underprivileged backgrounds to pursue educational training, and give back to communities like the ones from which they came, as teachers.

One hundred percent of donations (\$800,000 so far) go to the scholarships. "We keep our overhead so low," observes Holli. The *Connection* interviewed the Martinezes at their home and asked if they have offices. Holli says, "My dining room table. I don't feel comfortable with the foundation spending money on office space, so I want to make sure that we're conservative and careful fiscally." [C]



DAN DELONG/RED BOX PICTURES

Edgar and Holli Martinez (center) talk with Martinez Foundation fellows (from left) Marina Pita, Carlito Umali and Monico DeLeon.

KRISTI YAMAGUCHI HIT the national stage at the age of 20, taking the gold medal at the 1992 Olympics. Embarking on a professional career, she quickly discovered that fame meant more than simply making a lot of money.

"[I] saw the need that was out there and that I had the ability to make a difference," she says.

In 1996 she started the Always Dream Foundation. "If there's a need or an organization that hits close to home, then we'll definitely help them out," states Yamaguchi. The foundation has purchased computers for schools, provided shopping sprees for underprivileged children to purchase back-to-school clothing, organized holiday parties for children's shelters and more. "For the past 14 or 15 years we've supported a lot of different organizations," she says.

"Our biggest project [for which they raised \$800,000] was building the Always Dream Play Park, which is based in Fremont, [California,] my hometown," she proudly proclaims. "We built a park for kids of all abilities. So whether you're able-bodied or a child with disabilities, you can play side by side on the same equipment in the same playground."

The foundation, which has raised more

than \$5 million to date, is looking to grow. "We're trying to have our own mission that we can put our own funds into," she explains.

"A hundred years from now, I'm hoping my philanthropic work will be a standing legacy," she says. "And I'm hoping that my children will find it in their hearts to be a part of it and take it over and continue on." [C]

## Always Dream Foundation

1203 Preservation Park Way,  
Suite 102, Oakland, CA 94612  
(510) 451-7275

[www.alwaysdream.org](http://www.alwaysdream.org)  
[info@alwaysdream.org](mailto:info@alwaysdream.org)



JIM NAGAREDA

Kristi Yamaguchi (standing, second from right) and friends celebrate the opening of the Always Dream Play Park.

MITCHELL LAYTON





# Vincent Lecavalier

## Vincent Lecavalier Foundation

4912 Creekside Drive, Clearwater, FL 33760  
(727) 781-8183

[www.vinny4.com](http://www.vinny4.com)

[lizwillyoung@vinny4.com](mailto:lizwillyoung@vinny4.com)

"THE FIRST few years I wanted to focus on hockey and on getting my career started," says Vinny Lecavalier, captain of hockey's Tampa Bay Lightning. But once he'd acclimated, he decided he wanted to spend the rest of his career in Tampa Bay and felt it was time to become an integral part of the community, so he went shopping for a cause.

"I wanted to be involved with kids," Lecavalier says. "I wasn't sure what I wanted to do. My cousin had cancer when he was younger. But

at the same time, there are so many good causes.

"After I met with All Children's Hospital [in St. Petersburg] and met kids that had cancer and the families, what they went through, that's when I knew I wanted to be involved with All Children's. They were telling me their vision for the future and helping the families out so families and the kids are comfortable when they go through the treatment."

Lecavalier formed a foundation and committed to raising \$3 million to build a new pediatric center. The Vincent Lecavalier Pediatric Cancer and Blood Disorders Center opened a year ago, but his fundraising efforts

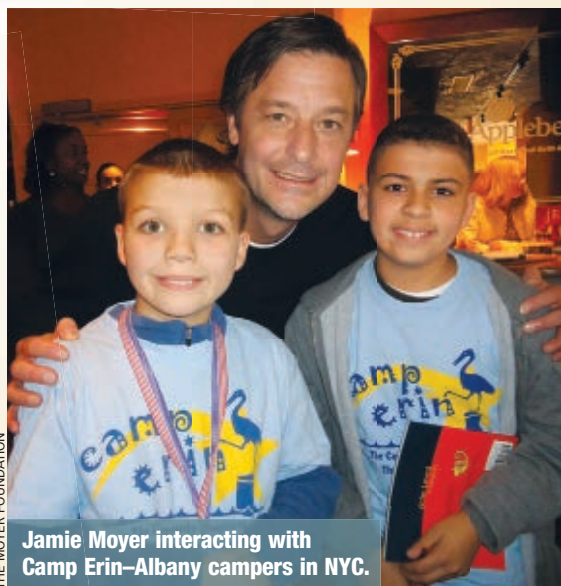


**Vinny Lecavalier hangs out with Thomas, a 19-year-old patient at the Vincent Lecavalier Pediatric Cancer and Blood Disorders Center.**

DONALD LYND

continue. When he spoke to *The Connection* by phone in March, he was getting ready to participate in a fashion show with children receiving foundation support. He was also preparing for a more personal fundraising effort.

"Six guys from our team, including myself, are going to shave our heads. It's for the foundation and for the Pediatric Cancer Foundation," he explains. "It'll be funny how I look, but at least, with six guys from the team doing it, I won't be the only one." ☐



**Jamie Moyer interacting with Camp Erin—Albany campers in NYC.**

THE MOYER FOUNDATION

THE MOYER FOUNDATION has raised more than \$20 million to help support more than 225 different programs that help children in distress in a variety of ways. These programs include Camp Erin, the largest network of special camps in the country for children grieving a significant loss, and Camp Mariposa, for children affected by addiction in their families.

Now an analyst with ESPN, Jamie Moyer, the veteran pitcher for the Philadelphia Phillies and, before that, the Seattle Mariners, Chicago Cubs and Texas Rangers, among others, recalls being involved in his teams' philanthropic events. "For us [Jamie and his wife, Karen], it wasn't quite enough," he says. "The experience and the guid-

# Jamie Moyer

## The Moyer Foundation

2426 32nd Ave. W., Seattle, WA, 98199  
(206) 298-1217

[www.moyerfoundation.org](http://www.moyerfoundation.org)

[info@moyerfoundation.org](mailto:info@moyerfoundation.org)

ance we learned from these major-league clubs opened our eyes to other initiatives that are in communities, and that's where we directed our attentions." They formed The Moyer Foundation in 2000.

"I can tell you why his philanthropy is super," says Greg Johnson, executive director of the Boston-

based Sports Philanthropy Project. "Somebody asked him, is it for a personal reason? And he said, 'No, nothing afflicted our family in that way. We just saw some need and we went out to address it.'"

As to why some professional athletes do so much to help others, Moyer says, "I think they see their profession as important, but I think they also realize too that they have the ability to make a difference in people's lives because of their careers and who they are, where they've been and the people that have touched their lives. You get taught a lot of life lessons, and it's very humbling. And I think it allows us as athletes to keep our careers and life in perspective." ☐



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# Say (goat) cheese

Discovering the delights of a deliciously different cheese

By Marti Buckley Kilpatrick

GIVEN THAT GOATS were among the first domesticated animals, it should come as no surprise that cheese makers have become extremely skilled at crafting fine, delightful cheeses from their milk.

Yet many people haven't discovered the culinary beauties of goat cheese. Sometimes called by its fancy French name, *chèvre*, goat cheese is actually one of the most versatile cheeses around. Similar in appearance to feta and cream cheese, goat cheese has a unique flavor that ranges from a mild sweetness to a tangy kick.

If you don't know much about goat cheese, it's not your fault. It didn't really arrive on the American culinary scene until the late 20th century. One of the most famous (and most copied) goat cheese dishes could very well be one of the first America ever enjoyed: a mixed-green salad topped with warm bread-crumbs-encrusted rounds of *chèvre*. This

super salad originated in California at world-famous Chez Panisse, in the early 1980s.


But goat cheese is good for more than just topping salads. Its creaminess and mild, salty-sweet flavor make it more food-pairing friendly than many other cheeses. Making pizza? Sprinkle on some goat cheese. Or use it as a creamy filling for quesadillas. If you like to put out cheese to snack on, goat cheese is the perfect counterpoint to stronger, harder cheeses on a cheese plate.

When you buy a hard cheese (such as cheddar), you are getting a cheese that has gone through a lengthy aging process. The shorter aging of fresh goat cheese is what makes it so different. After the curds (solids) and whey (liquid) separate, the curds are left to drain overnight. Then, the solids that remain are mixed with salt, cooled and shaped into logs. The result? A cheese that has a softer flavor and is very easygoing about dinner partners.

Goat cheese has one more great quality: It's one of the healthiest cheese choices. Lower in fat and calories than most cow's-milk cheeses, goat cheese is a good source of protein, with 5 grams per ounce. The smaller particles that

make up goat's milk also mean it is easier to digest for people with lactose intolerance.

In terms of choosing a wine to pair with goat cheese, a safe bet is a dry white variety, such as a Sauvignon Blanc, which cuts nicely through the rich creaminess. If you don't feel like a white, though, a red wine can be just fine. Reach for one that's lighter, such as a Tempranillo or a lighter Pinot Noir.

Easy to find (at your local Costco warehouse), easy to prepare, easy to eat and easy to digest. Maybe now is the time for you to discover the joys of *chèvre*. 

*Marti Buckley Kilpatrick is a freelance journalist living and working in San Sebastián, Spain. She can be followed on her blog, [www.travelcookeat.com](http://www.travelcookeat.com).*



JIM FAGIOLIO

## The Costco Connection

Costco carries a variety of domestic and international goat cheeses in the warehouses.



COURTESY OF WOOLWICH DAIRY

## Goat Cheese Turkey Burgers with Avocado Mayo

1 pound ground turkey  
1 garlic clove, finely chopped  
1 large egg, beaten  
¼ cup bread crumbs  
4 hamburger buns  
1 cucumber, sliced  
1 tomato, sliced

4 large lettuce leaves  
8 ounces fresh goat cheese, crumbled  
*FOR THE MAYO*  
¼ cup mayonnaise  
1 avocado, skin removed  
Salt and pepper to taste

Preheat grill to 375 F or medium-high heat.

Combine first 4 ingredients in a bowl. With cold water-dampened hands, shape into four ¾-inch thick patties. Place on tray. Cover and refrigerate until ready to grill.

To make the avocado mayo, whip together the mayonnaise with avocado and add salt and pepper to taste.

Lightly oil the grate and grill each burger for 6 minutes per side, or until entirely cooked through. Serve on a grainy burger bun, garnishing with cucumber, tomato, lettuce and crumbled goat cheese. Makes 4 servings.

*Note: Sweet potato fries make a great side dish for this health-conscious burger.*

## Grilled Goat Cheese Pizza

- 1 12-inch whole-wheat pizza crust
- 2 teaspoons olive oil
- ½ cup zesty pizza or tomato sauce
- 1 fresh tomato, sliced
- 10½ ounces fresh goat cheese, sliced into medallions ½-inch thick
- 2 tablespoons fresh basil, cut into thin strips
- 1 teaspoon fresh parsley, torn into small pieces

Preheat grill to 425 F.

The easiest method for grilling pizza is to partially bake the crust. Grill one side just long enough to firm up the crust so you can move it easily (check it after about 3 minutes).

Take the crust off the heat and flip it over to arrange the toppings on the baked side. First, spread the olive oil over the entire pizza crust to the edges, then add desired amount of sauce in the middle, leaving a half inch for the crust. Add tomato slices and the goat cheese, followed by the basil and parsley.

Return to the grill and cook for 6 to 8 minutes on medium or until the crust is golden brown (watch carefully) and the goat cheese medallions begin to melt. As an option, grill for 5 minutes then broil for 2 more minutes to brown the goat cheese.

Makes 4 to 6 servings.



COURTESY OF WOOLWICH DAIRY



COURTESY OF WOOLWICH DAIRY

## Citrus Goat Cheesecake with Strawberry Sauce

- 3 tablespoons butter or margarine
- 1½ cups graham cracker crumbs
- 1½ pounds cream cheese
- 2 cups sour cream
- 10½ ounces fresh goat cheese
- 1½ cups sugar
- 3 eggs
- 1 teaspoon vanilla extract
- 1 tablespoon fresh lemon juice
- 1 teaspoon orange zest (finely grated or chopped)
- 1 tablespoon Grand Marnier
- 1 cup strawberry jam

Bring the cheeses to room temperature. Preheat oven to 350 F.

Grease a 9- or 10-inch springform cake pan with butter or cooking spray. In a small bowl, blend cracker crumbs and butter, and press into the cake pan. Bake for 7 to 8 minutes to lightly brown crust.

In a mixer or with an electric handheld mixer, blend cream cheese only for 5 minutes. Add 1 cup of sour cream, goat cheese and sugar, and continue beating for 5 minutes. Add eggs one at a time, lemon juice, vanilla and orange zest, and continue beating for 1 minute.

Pour cheesecake batter into cake pan and bake for 45 minutes, reduce heat to 300 F and continue baking 30 minutes or until the cake is set. Remove and allow to totally cool before the next step.

Mix the Grand Marnier with 1 cup of sour cream and spread evenly on top of the cake. Mix the strawberry jam with some water to the desired consistency for the sauce.

Cut cake into 14 to 16 slices and pour sauce over the center of each slice. Makes 14 to 16 servings.

## Great ideas for goat cheese

- Add to pastry-based appetizers such as spinach turnovers and pear dumplings.
- Soften and use instead of butter on rolls or sandwiches.
- Pan-fry with bread crumbs and toss in a mixed green salad.
- Soften and whip with ranch dressing and fresh herbs for a veggie dip.
- Add to mashed potatoes, omelets, cooked pasta dishes and meatballs.
- Soften and add to baked apple or pear turnovers.



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## BBQ Chicken Wraps

2 pounds boneless, skinless chicken thighs  
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2 medium yellow onions – cut horizontally into ½-inch-thick slices  
¾ cup KC Masterpiece® Barbecue Sauce  
8 6-inch flour tortillas, wrapped in foil  
2 medium ripe tomatoes, stems removed, seeded and coarsely chopped  
2 cups shredded lettuce

Season the chicken with salt and pepper. Grill over Kingsford® charcoal together with the onion slices over medium heat on all sides for about 5 to 7 minutes on each side. Brush the chicken and onions generously with the KC Masterpiece® Barbecue Sauce and finish grilling until onions are crispy and chicken has reached an internal temperature of 150°F. Remove the chicken and onions from the grill and cover with foil and allow cooling. When cool enough to handle, shred the chicken and separate the onions into rings. Warm the tortillas over the grill for 2 to 3 minutes. When warm, fill tortillas with chicken and onions. Top with some of the chopped tomato and lettuce, and roll into a snug wrap. Serve immediately. Makes 8 servings.





# Wonderful Whites

Warmer weather opens a world of possibilities



MEDIA BAKERY

By Annette Alvarez-Peters

WHEN THE WARMER weather of spring arrives, many people reach for lighter foods and a variety of white wine. But instead of a traditional go-to Chardonnay, which continues to be a best-seller, I suggest that you try one of the numerous other choices available to liven up your spring and summer meals.

A good place to start is **Albariño** (al-bah-reen-yo), the Spanish specialty. Crisp and refreshing, and a perfect seafood companion, Albariño comes from the cool, damp northwestern region of Rías Baixas. You'll find pure fruit flavors of peaches, stone fruit and citrus with zesty acidity, followed by a lingering mineral finish. Albariño is an uplifting and aromatic wine meant to be consumed young. It's one of my favorites and pairs exceptionally well with oysters.

The famed Austrian grape **Grüner Veltliner** (groom-er velt-leen-er) is sure to wake up your palate. Here's a wine that breaks the "red wine with meat" rule. With its crisp acidity, bold mineral flavors and distinct spice and white pepper notes, Grüner pairs wonderfully with meat dishes, as well as a variety of fish. This light- to medium-bodied wine can have unique herbal flavors that work well with many vegetarian entrées—especially hard-to-pair veggies, such as asparagus and artichokes.

Another excellent choice is **Sauvignon Blanc**, which has been successfully cultivated across many continents. In New Zealand, where it's called "Sauvy," the wine expresses bold gooseberry and grapefruit flavors with mouthwatering acidity.

I particularly like the Sauvignon Blancs from the Graves appellation of Bordeaux. These dry whites have a distinct grassiness and citrus flavors with strong mineral influence from the region's famous gravelly soils. Some oak aging and blending (with Semillon and Muscadelle) add complexity and creaminess. Some of the region's best dry whites come from the commune Pessac-Léognan.

North of Bordeaux, in the scenic Loire Valley,



MICHAEL FALCO

elegant Sauvignon Blanc examples come from the easternmost areas of Sancerre and Pouilly-Fumé. In Sancerre, grapes are grown in chalky limestone soil, which helps bring out the pure Sauvignon Blanc flavors and high acidity. Pouilly-Fumé soils have more limestone and flint, giving a smoky character to the wine (in French, *fumé* means "smoke"). The grassy, herbal wines with gooseberry notes are full of minerality (think clean wet stones), which is attractive and pleasant on the palate.

The Loire Valley is also home to Savennières, where wonderfully aromatic, dry **Chenin Blancs** are made with bright acidity and intense flavors of melons, peaches and honey. Vouvray produces a broader range of Loire Chenin Blanc—styles can range from dry (*sec*) to sweet (*moelleux*), with equally intense flavors and aromas. Due to the laws in France, the grape variety is not listed on the bottle; the appellation name is the indication that the wines are Chenin Blanc.

California produces some delightful light- to medium-bodied Chenin Blancs that tend to be fruit forward, with beautiful peach and floral notes. South Africa's version is locally known as "Steen." Both New World wines pair particularly well with spicy dishes and salads.

Another nice match for spicy and savory dishes is the slightly sweet, slightly bubbly (*frizzante*) **Moscato d'Asti**. Normally an aperitif, this wine hails from the Piedmont region in northwest Italy. Moscato is an easy-to-drink wine with lovely flavors and aromas of peach and apricot.

California **Moscato** continues to climb in popularity. This crowd-pleaser is fragrant, mildly sweet and low in alcohol, making it the perfect sipper for a warm spring afternoon.

Spring forward and warm up to some new white varietals. Look for these full-flavored wines during your next Costco visit and explore the many ways they can be paired with a variety of foods. Cheers! ☑

Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.

## Featured at Costco

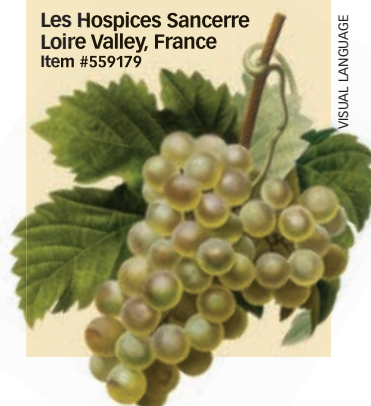
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**Les Hospices Sancerre**  
Loire Valley, France  
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VISUAL LANGUAGE

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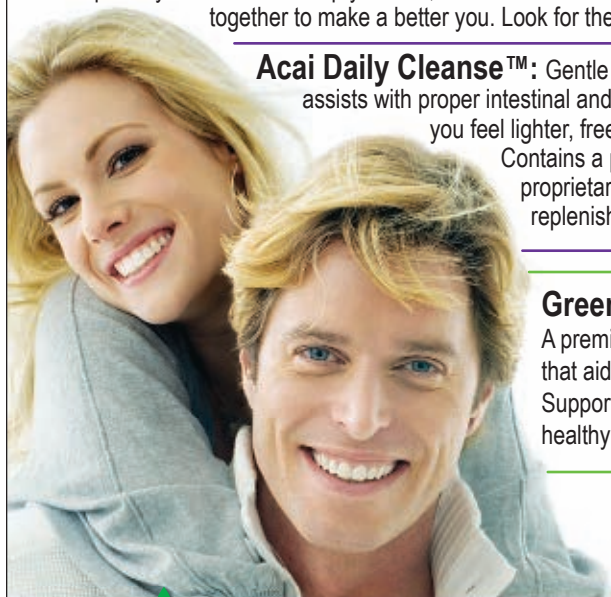
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for your  
**health**

# A fresh take on fiber

## Fiber provides a host of health benefits

**By Angela Pirisi**

A LONG WAY from being called merely “roughage,” fiber has become a superfood ingredient boasting a range of health benefits. One study examined fiber consumption in more than 388,000 adults, ages 50 to 71 years, over a nine-year period. It found that higher fiber intake was associated with multiple health benefits, including a lower risk of death from cardiovascular, infectious and respiratory diseases.

Fiber, the substance in plant foods that passes through the body undigested, is usually characterized as soluble or insoluble. Soluble fiber partially dissolves in water to form a gel-like (viscous) texture. Found in foods such as oatmeal and oat bran, nuts and seeds, beans and legumes, as well as some fruit (e.g., apples, pears), this kind of fiber can reduce cholesterol. Insoluble fiber (also known as roughage) is the gritty type found in wheat bran, corn bran, flaxseeds and some vegetables and fruit (especially skins). These fibers don't dissolve, but bulk up by binding with water to help promote regularity.

But within these broad categories, science is discovering a variety of fiber sources and functions. “I like to call fiber a multi-tasker in your body,” says Sari Greaves, spokesperson for the American Dietetic Association (ADA). “Fiber has the ability to bind cholesterol, speed intestinal transit time to protect against cancer and constipation, and benefit digestive health.”

**Fresh and dried peas  
provide 9 and 7 grams  
of fiber, respectively,  
per half-cup serving.**

Trouble is, not many folks are taking advantage of fiber's perks. The national average intake of dietary fiber is only about half of the recommended 25 to 38 grams. American dietary guidelines also recommend that adults eat at least half of their grains as whole grains (three to five servings), as fiber from whole grains is the most beneficial.

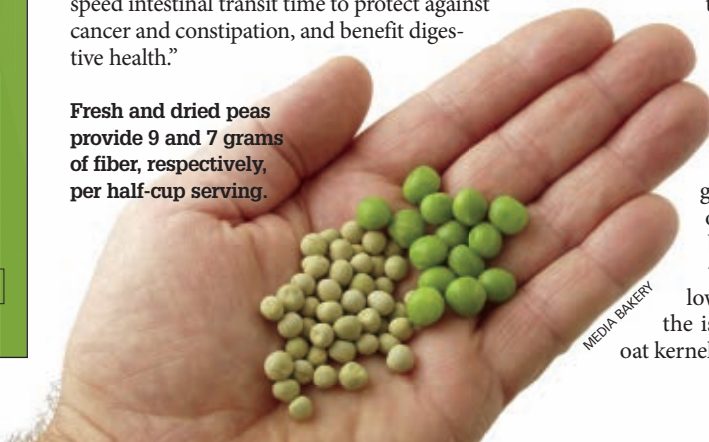
Whole grains mean that the entire grain is intact, and that nothing has been stripped. “Whole grains contain three layers,” explains Greaves. “The bran (outer fiber-rich layer) contains protein, minerals and B-vitamins. The endosperm (middle layer) contains energy-yielding starch, some protein, iron and very small amounts of B-vitamins. And the endoderm (inner layer) contains a goldmine of vitamins including vitamin E; B-vitamins such as folate; minerals, including potassium, magnesium, selenium and iron; and phytosterols, which are plant hormones that lower cholesterol.”

### Different fibers, different perks

As science unravels fiber's properties, new benefits are being reported.

“We know now that fiber does much more than promote regularity. Newer information tells us about how other properties of fiber can affect satiety and metabolic factors,” says Britt Burton-Freeman, director of the Center for Nutrition Research at the Institute for Food Safety and Health in Illinois.

For example, beta-glucan, a soluble fiber in oat bran, oatmeal, oat flour, barley and rye, may help to fight heart disease and lower cholesterol. “Oat bran, the isolated outer layer of the oat kernel, is the most concentrated



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## Fibernomics

ACCORDING TO THE ADA, here's what you need to ingest to get your required daily fiber intake:

- 25 grams for women 50 or younger
- 21 grams for women older than 50
- 38 grams for men 50 or younger
- 30 grams for men older than 50

MEDIA BAKERY

## The Costco Connection

High-fiber foods can be found in Costco's fresh, frozen and canned produce sections. Fiber bars are another source, as are fiber supplements sold in the pharmacy area.

source of beta-glucan and contains antioxidants. It also helps keep you full and thereby regulates appetite," says Greaves.

Preliminary findings from the University of Illinois showed that soluble fiber reduces inflammation associated with obesity-related diseases and boosts immune function. Researchers hope that fiber may offset the effects of obesity on health.

Other research has shown benefits such as increased bone strength and blood glucose control from soluble corn fiber and soluble fiber dextrin.

### Different fiber sources

There's also good news for those who've eschewed fiber's signature cardboard texture

and taste: You don't have to get your fiber from bran flakes alone anymore. Fiber's growing reputation for being healthful has led to a boon in fiber-enhanced food products.

For example, inulin, a prebiotic fiber from chicory root, is being added to milk products, cottage cheese, baked goods, cereal and other food products.

"Prebiotics are nondigestible substances that stimulate healthy bacteria [probiotics] growth. Think of them as food for bacteria," says Greaves. Prebiotic fibers are naturally found in whole grains, onions, some fruits, garlic, honey and leeks.

For those looking to bump up their daily fiber intake, though, "there's no need to get hung up on the source," suggests Greaves. Since experts say it's your whole daily fiber intake that counts, your best bet is to diversify your fiber portfolio—mix it up to get the widest range of benefits.

You need to consume two cups of fruits and two and a half cups of vegetables per day along with whole grains to get your fill of fiber, advises the ADA. But just try eating more plant-based foods, such as having oatmeal and fruit for breakfast, snacking on nuts and popcorn, and topping sandwiches with roasted vegetables, and you'll be on your way to meeting your daily needs (see sidebar for tips).

Also, remember that too much fiber at once can produce symptoms such as gas, diarrhea, cramps and bloating. Too much fiber in general (more than 50 to 60 grams of fiber daily) can also reduce your body's absorption of vitamins and minerals from food during digestion, warns the ADA. So go slow when increasing your fiber intake, and give your body time to adjust. [E]

Angela Pirisi is a freelance writer who covers a variety of health topics.

## Where to find fiber

YOU KNOW YOU SHOULD be eating more fiber, but if you're fresh out of ideas, here are a few tips from dietitian and ADA spokesperson, Sari Greaves.

- **Change your spread.** Use hummus (a spread made from ground chickpeas and olive oil) as a sandwich spread instead of mayonnaise.
- **Choose whole fruit over juice.** Eat fruit with edible seeds such as kiwi, blueberries, raspberries and figs for even more fiber.
- **Load up on legumes.** Half a cup of cooked beans, peas or lentils delivers anywhere from 4.5 to nearly 10 grams of fiber.

So add legumes to salads, chili, stir-fries, dips or homemade tacos.

- **Plan vegetable-based meals.** Add vegetables to sandwiches, pizza and pasta, or prepare them as a side dish.
- **Go from white to wheat flour products.** Make sure the first ingredient on the food label is 100 percent whole wheat, not enriched wheat flour. You can also find whole-grain breads and crackers made from rye and oats.
- **Toss your peeler.** Include the fiber-packed skins in mashed potatoes, cucumbers and fruit, such as apples and pears.—AP

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story

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# Keeping it fun in the summer sun

By Gina Cannova-Phalen



NOTHING CAN ruin a vacation quicker than a painful sunburn, whether it happens to you or your child. Here are some easy, reliable ways to avoid this common mistake and protect your

family from long-term sun damage while at the beach, golf course or pool.

As skin cancer statistics start to hit closer to home for most people (40 to 50 percent of Americans who reach the age of 65 will be diagnosed with skin cancer), new and innovative products are making it easier to play outdoors with confidence. Here are a few favorites.

■ **Sunscreen wipes.** These wipes come in a small package that is easy to carry in a golf bag, carry-on luggage (they are not a liquid, so airlines allow them in carry-ons), a child's backpack or a purse. They are mess free and easy to apply.

■ **Sun protection clothing.** Increasingly popular, sun protection swimsuits and shirts are made to block 99 percent of the UVA/UVB rays. While a normal white T-shirt is only UPF 5 to 7, these special clothes are UPF 50, so they block almost all UV penetration. In addition,

they will not wash off or have missed spots.

■ **Laundry detergent additive.** Rit SunGuard gives everyday clothing added sun protection of UPF 30. It's great for a favorite golf shirt, cruise attire or lighter-colored clothes (darker clothes usually have a tighter weave and inherently greater sun protection than lighter-colored clothes).

■ **Organic, all-natural sunscreens.** Many companies offer organic and/or all-natural sunscreens that contain only titanium dioxide and zinc oxide as active ingredients. These natural physical barriers reflect the sun's rays, unlike chemical sunscreens that are absorbed into the skin. They are also better for the environment, as sunscreen chemicals can be damaging to coral reefs. One drawback: They often leave a white residue if they are not rubbed in well.

Sun protection is imperative at any age. Contrary to myth, most sun damage is not done during childhood. In fact, adults over the age of 40 have the highest UV exposure, and the risk of developing melanoma (the deadliest form of skin cancer) doubles if you have five or more severe sunburns anytime in your life.

If you plan to spend time outdoors between 10 a.m. and 4 p.m., plan to wear a



STOCKBYTE

wide-brimmed hat, sunglasses with 100 percent UVA and UVB protection, and SPF 30 sunscreen. It is important to use sunscreen in conjunction with hats and sunglasses, because sand, water and snow reflect the sun's rays so you are protected not only from the top but also from rays reflected from the ground.

With a little preparation, you can relax and enjoy your summer fun. ☀

*Costco member Gina Cannova-Phalen is a skin cancer survivor and president of SunSational Style LLC, a retailer of sun protective products and sun-safe educational resources ([www.SunSationalStyle.com](http://www.SunSationalStyle.com)).*



May

## Stroke Awareness and High Blood Pressure Education Month

A STROKE OCCURS when blood flow to an area in the brain is cut off. As a result, brain cells are deprived of oxygen and glucose needed to survive. If stroke is not treated in time, permanent brain damage can result. Stroke is the third-leading cause of death in the U.S., with more than 140,000 deaths from stroke each year.

A stroke can occur at any age, but nearly 75 percent of incidents occur in people 65 or older. The risk of having a stroke more than doubles each decade past the age of 65.

People with high blood pressure (hypertension) are four to six times more likely to have a stroke. Doctors have long referred to high blood pressure as "the silent killer," because individuals can have

it without any other symptoms. If left undiagnosed and untreated, high blood pressure can weaken artery walls, contributing to blood vessel rupture, or thicken artery walls, impeding blood flow to the brain; both are leading risks for stroke.

High blood pressure also promotes heart disease, heart attack and kidney failure. Lifestyle changes and medications are the ways to lower blood pressure.

The only Food and Drug Administration-approved treatment for a sudden-onset stroke is a "clot buster" medication called TPA (short for tissue plasminogen activator), which must be given within the first three hours of the onset of stroke symptoms. There are also several new, experimental drugs that may stop—even reverse—the brain damage associated with stroke if administered immediately after a stroke.

### Stroke prevention means lifestyle changes

As many as 50 percent of strokes are preventable. To prevent stroke, take measures to:

- Lower blood pressure and cholesterol if they are elevated
- Control diabetes
- Quit smoking
- Get plenty of exercise
- Maintain a healthy weight

### Stroke warning signs

Successful stroke treatment is time sensitive. If you experience any of the following signs, call 911 immediately.

- Sudden numbness or weakness in the face, an arm or leg
- Sudden blurred or decreased vision in one or both eyes
- Inability to move part of the body
- Sudden dizziness or headache with nausea and vomiting
- Difficulty speaking or understanding words or simple sentences
- Difficulty swallowing
- Dizziness, loss of balance or poor coordination
- Brief loss of consciousness
- Sudden confusion

For more information, visit the Centers for Disease Control and Prevention at [www.cdc.gov](http://www.cdc.gov) or the National Stroke Association at [www.stroke.org](http://www.stroke.org).—David Wight

### The Costco Connection

All Costco locations carry a selection of blood pressure monitoring devices. Members will also find sunscreen at most locations.





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***Hydra Gloss*** is an advanced hydrating lip gloss formulated to help moisturize and condition lips. Drench your lips in these four tantalizing shades: Sweetheart, Sparkle, Coraline and Peony Pink.



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# Head-to-toe tips

## Update your beauty routine for spring and summer



MEDIA BAKERY

**By Tasha Turner**

YOU'VE TURNED THE CLOCKS ahead and the calendar says it's spring, so why not revisit your skin-care routine. You can get that "my skin always has a fabulous glow" look easily by following these simple suggestions.

### Exfoliation

In many parts of the country, winter's brutal winds and cold, wet snow may have left your skin dull and uneven. If so, don't despair. Rough elbows, cracked feet and dry legs can be repaired. Exfoliates such as sugar scrubs, loofahs, dry brushing and gentle chemical peels can give the skin a brighter, smoother appearance and have you bikini ready in no time.

"The key to great-looking skin is not just about exfoliating, but exfoliating properly," says dermatologist Jeannette Graf, a Costco member. Before getting into the shower, slough off any signs of dry, rough patches by dry-brushing skin with a scrub. Start at the ankles and stroke upward lightly on the legs, arms and stomach. For sensitive areas, such as your face, neck and décolletage, sugar scrubs are super gentle but get the job done.

#### Products to try

Nutra Sonic Professional  
Face & Body Cleanser (Costco.com)

Olay Professional Pro-X  
Advanced Cleansing System

### Light moisturizing

Warm weather is the perfect time to change your moisturizer and cleanser. Stash those heavy-duty creams and switch to lighter lotions and serums. Serums allow you to continue to hydrate the skin and get anti-aging benefits, but without the intense weight.

"In the summertime the skin tends to get oilier, so you may want to go to something sheerer and lighter," says Graf. The key is to

maintain a healthy glow, so if you tend to perspire choose an oil-free or mattifying formula that will help to absorb oil and give a smooth, shine-free finish. "If you were using a cream cleanser in the wintertime, change to a soap-free or mild foaming cleanser," Graf says.

#### Products to try

Strivectin Instant Moisture Repair  
Moisturizing Lotion (Costco.com)

Olay Regenerist Micro-Sculpting Serum

### Sun protection

In everything from makeup to lip balms to face creams, a broad-spectrum sunscreen with a sun-protection factor (SPF) of at least 30 is essential every day in any climate.

"Try chemical-free mineral-based sunscreens for your face," advises Graf. "They are great for a number of reasons, including the fact that [they] can go around the eye area without burning." They are also generally lighter and don't clog pores. Don't forget about your hairline, neck and ears, as the sun shines on those spots as well.

Skip lotion and apply sunscreen directly as soon as you get out of the shower. "I recommend putting it on while you are naked so that you don't miss a spot, even if it's with a body lotion that is SPF 15," says Graf.

When you apply it is important as well. "Put it on 20 to 30 minutes before you go out, because it takes that long for it to absorb into the skin," Graf adds.

### The Costco Connection

In addition to the products suggested here, Costco warehouses and Costco.com carry a range of top brand-name items to cover health and beauty needs from head to toe, including occasional "opportunity buys," at great value.

#### Products to try

Kirkland Signature™ by Borghese Age-Defying Protective Moisture Lotion

Neutrogena Ultra Sheer SPF 70

### Hands and feet

The boots and gloves are gone. Here are some tips for achieving great-looking hands and feet without going to a spa. To remove hard calluses, start by soaking your feet and hands in warm water with a scoop of hand-and-foot soak before exfoliating.

"Feet require a little more muscle, so use a pumice stone [for] extra smoothness," says manicurist Dawn Sterling. Afterward, moisturize with a hand and foot cream for three to five minutes and then wrap hands and feet in a warm towel for a few minutes to allow the moisture to sink in. Continue to do this all season, as your feet and hands will constantly dehydrate from long dips in the pool and walking in flat flip-flops.

For a quick pick-me-up, try changing your nail polish. After a long, dreary reign of black, gray and purple polishes, brighten things up with hot new shades: corals, aqua blues and fiery reds.

#### Products to try

All About Feet Beauty Care Foot Set  
(Costco.com)

AmLactin Moisturizing Body Lotion

"Summer is about keeping the skin moisturized," says Graf, "and by exfoliating and moisturizing and protecting the skin with sunblock you are really on the right track." ☞

Costco member Tasha Turner is senior beauty editor at *Essence* magazine. She has also contributed to *InStyle* and *Tyrabanks.com*.





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**A multivitamin is recommended on the alli plan<sup>†</sup>.**

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Featured member is provided alli product, retail value of \$70, online community support, and alli behavioral support as part of his participation in this program. \*Results not typical. In clinical studies, most people lose 5 to 10 pounds over six months with alli. Mike McKeen's story has not been independently validated by either GlaxoSmithKline or Costco. Weight loss occurred over a 3-month period. \*\*alli plus a reduced-calorie low-fat diet. †A multivitamin is not a requirement of the alli plan, however, it is suggested; alli is not affiliated with Kirkland Signature Vitamins. alli is for overweight adults. Read and follow the alli label. Results may vary. alli is safe when used as directed. ©2011 GlaxoSmithKline

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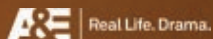
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As King George VI, with Helena Bonham Carter as his supportive wife, Queen Elizabeth, Colin Firth struggles to overcome a devastating speech impediment.

# Speech! Speech!

## Colin Firth's Oscar-winning portrayal of a tongue-tied king

By Ivor Davis

LAST YEAR, Colin Firth lost out to Jeff Bridges in the Academy Awards contest for Best Actor. This year, the tables were turned.

The British star carried off the gold statuette for his role in *The King's Speech*. The low-budget movie—by Hollywood standards—has Firth playing Prince Albert Frederick Arthur George, the man who would become King George VI (the current queen of England's father), depicted as a shy lad with a terrible stutter.

Along comes a quirky speech therapist played by Geoffrey Rush, aided and abetted by George's wife, Elizabeth (Helena Bonham Carter), and the stuttering royal dramatically overcomes his handicap. After his father dies and his older brother abdicates the throne, Albert becomes king of England, and finds a steady voice to inspire his country as they march into World War II.

The 50-year-old Brit started out catching eyes in several romantic-comedy roles, including Mr. Darcy in the 1995 *Pride and Prejudice* TV miniseries and love interest Mark Darcy in the *Bridget Jones* movies.

Along the way he also starred in *Mamma Mia* opposite Meryl Streep and Pierce Brosnan, and in the very funny *Love Actually*. He came whisper close to winning an Oscar in 2010 for his role as the troubled gay academic in *A Single Man*, and he is currently shooting a big-screen version of John Le Carré's spy novel *Tinker, Tailor, Soldier, Spy*.

Yours truly caught up with Firth after his Oscar win.

**Ivor Davis:** Can you elaborate on your character?

**Colin Firth:** This happens to be a man revealed as vulnerable. It's a story about one man trying to reach another through those barriers we put up. So let's exaggerate those. And make him royal.

**ID:** And isn't he isolated from real life?

**CF:** He literally lives behind high walls. In order to be greeted, you have to get through a whole bunch of titles before you're even allowed to talk to the guy. He has to hold his hand out first before you get to shake his hand. So you're building up all these protocols that we hide behind on a daily basis. Universal things that have been beefed up. And it's a human story.

**ID:** Were you familiar with the story?

**CF:** I knew that he existed and about the abdication crisis. I had never watched any of the dramas about it. I remember my mother telling me that she had great sympathy for him because of the stammer.

**ID:** So you started from scratch.

**CF:** Yes. I think it's interesting to follow what history might pronounce as the minor characters offstage and see where they go. It interests me, turning an ostensibly minor character into a protagonist. Realizing they're not that minor at all. And also, I think, different versions of heroism. I like stories that reflect on human virtues.

**ID:** Are you now in the prime of your career? Have you reached your stride?

**CF:** Well, it's a great moment. If I keep getting roles as good as this, I would like to think it could be a stride. This is a profession which notoriously trips you up. I felt there were moments when I had my mojo, I just didn't have the scripts. I feel I'm at an age which is making the stories interesting. I do find it interesting to play characters where the past counts. I've lived long enough to actually have one now.

**ID:** Can you analyze your career and movie choices?

**CF:** I love working—the collaboration and telling stories. Sometimes I've done movies I wouldn't go and see. But some of them I enjoyed immensely. And some of them were "I hope this keeps me in the business long enough to get the one I really want to do."

**ID:** How have you made the choices?

**CF:** It feels like luck. It's hard to analyze. I must be doing something. ☞

As a foreign correspondent for the *Daily Express of London* in the early 1960s, Ivor Davis covered the Beatles and is the co-author of *Five to Die: The Book That Helped Convict Manson*.

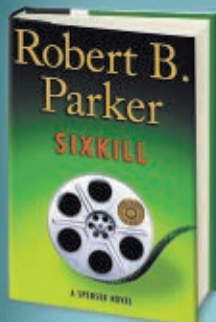


### The Costco Connection

*The King's Speech* is available in DVD and Blu-ray at most Costco locations.



# NEW RELEASES FROM PENGUIN GROUP



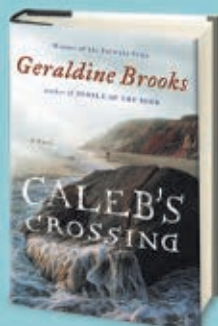
An extraordinary new Spenser novel from the beloved best-selling author.

ON SALE MAY 3



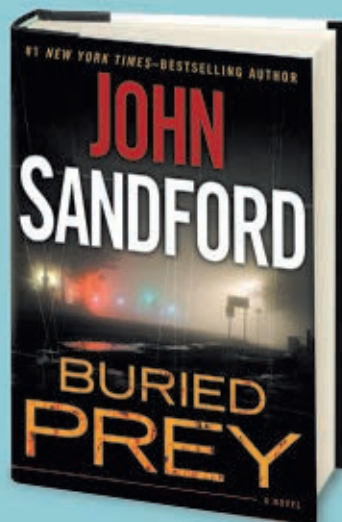
It girl Betty White delivers a hilarious, slyly profound take on love, life, celebrity and everything in between.

ON SALE MAY 3



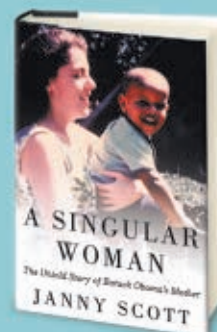
A richly imagined new novel from the author of the *New York Times* best-seller *People of the Book*.

ON SALE MAY 3



Some secrets just can't stay buried, in the brilliant new Lucas Davenport thriller from the #1 *New York Times* best-selling author.

ON SALE MAY 10



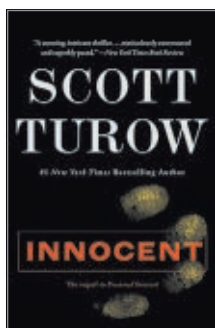
An unprecedented look into the life of the woman who most singularly shaped Barack Obama—his mother.

ON SALE MAY 3



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Paperback on sale May 10

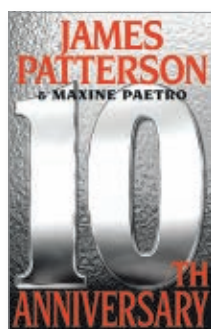
## FROM THE BEST-SELLING AUTHOR OF *PRESUMED INNOCENT*

When prosecutor Rusty Savich is assigned a case where the victim happens to be his former lover, he suddenly goes from accuser to accused. Scott Turow brings a worst nightmare to life in *Innocent* (Grand Central Publishing).

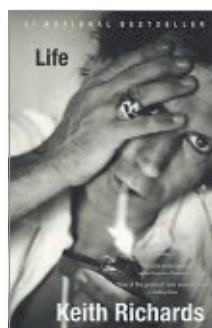
## NO TIME TO CELEBRATE

Assistant District Attorney Yuki

Castellano is prosecuting the biggest case of her life. She must get a guilty verdict. But when her friend Lindsay digs up evidence that could save the defendant, she's forced to choose between trusting her ally and following her instinct in *10th Anniversary* (Little, Brown and Company).



Hardcover on sale May 2



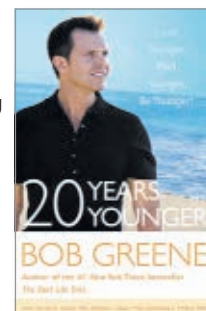
Paperback on sale May 3

## THE ULTIMATE DEFINITION OF ROCK 'N' ROLL

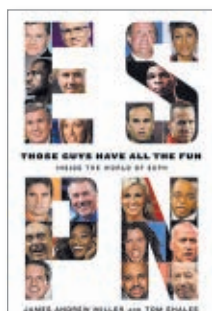
In his long-awaited autobiography, *Life* (Bay Back Books), the legendary Rolling Stone guitarist Keith Richards tells, in his own words, about a life that is truly like no other. Candidly, he discusses it all—his rise to fame, the clandestine affairs, guitar riffs and personal riffs, even the notorious drug busts that led to creating his image as a legendary rock-'n'-roll hero.

## TURN BACK THE CLOCK

Revered life coach Bob Greene offers readers a simple, practical, science-based plan for looking and feeling their very best as they age in *20 Years Younger* (Little, Brown and Company). Rebuild the foundation of youth and enjoy better health with a cutting-edge program that will not only stop time but turn back the clock.



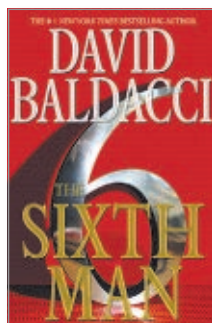
Hardcover on sale April 26



## THE RISE OF AN UNLIKELY EMPIRE

Get a look into the network that began as an outrageous gamble and has risen way beyond television. In *Those Guys Have All the Fun* (Little, Brown and Company), ESPN's biggest personalities, such as Chris Berman, Keith Obermann and others, speak openly about the games, scandals and stories that make up the network's incredible history.

Hardcover on sale May 24



Hardcover on sale April 19

## THE LIMITS OF THE HUMAN MIND

An alleged serial killer is being held in a secure fortress and faces certain conviction. But when Sean King and Michelle Maxwell are called to help work his case, new questions arise and new threats come at them from every direction. Some even come from the highest levels of government in *The Sixth Man* (Grand Central Publishing), new from David Baldacci.

# China girl

## Lisa See returns to Chinese history with *Shanghai Girls*

By J. Rentilly

PENNING HISTORICAL FICTION, an author is bound to dance with ghosts. Sometimes those phantoms bow from that author's bloodline, which is the case for *Shanghai Girls* scribe Lisa See. "Writing these books, it's often like spending just a little more time with people who are no longer here," she says en route to Thailand for a 30th wedding anniversary with her husband. "Telling their stories is a way to honor their deep personal commitment and discipline and sacrifice and heroism, while enjoying the privilege of their company just a little while longer."

Born to an American mother and a Chinese father, See spent much of her youth in Los Angeles' Chinatown, which her great-grandfather, self-made immigrant Fong See, helped to establish a century ago, earning him the handle "Godfather of Chinatown." She cherished the days spent with her Chinese relatives, not only learning their customs and traditions, but hearing the heart-rending and triumphant stories of their personal journeys.

"I realized that, if it didn't happen in America or Europe, most of us don't know anything about history," she tells *The Connection*. "There were all of these stories from the East that were, essentially, lost, and I wanted to tell them."

She began her spiritual homecoming in nonfiction after a 1989 sojourn in China, penning *On Gold Mountain: The One-Hundred-Year Odyssey of My Chinese-American Family*, later adapted into a beloved, nationally touring museum exhibit and, improbably, an opera that was performed at L.A.'s Japan America Theatre.

In the 1990s, she wrote a trilogy of thrillers, then

returned to Chinese history with *Snow Flower and the Secret Fan* in 2005, intending to "cut to the bone." No one, including See herself, expected the book to sell more than 5,000 copies, a healthy number for historical fiction from a relatively unknown author.

"When we sold 10 times that, and then 50 times that, thanks in large part to the support of Costco, it was really, really nice," she says. "A lot of writers might become anxious about 'Can I do it again, how do I repeat that, what do the fans want?' but success didn't make me nervous at all. It only allowed me to go deeper, and then deeper into everything I truly care about."



Lisa See

PATRICIA WILLIAMS

While enjoying some unlikely benefits of sudden best-seller status—giant posters for her book in the Paris Metro, an invitation to judge L.A.'s annual Miss Chinatown pageant ("Kind of like being asked to judge *American Idol*, if you're a member of my family," she laughs)—See returned to her roots once more with *Shanghai Girls*, weaving a heartfelt and universal tale of sisters Pearl and May leaving the darkness and danger of 1937 Shanghai for arranged marriages and uncertain futures in America.

"I was able to go out and find people, some in my own family, who had experienced this time in history and told no one—not even their children or grandchildren—what they'd been through," says See. "I feel very strongly a responsibility to tell these lost stories in a time and way that honors these people while they are still alive, if possible. I want to catch these stories before they disappear."

Though See was deeply satisfied with the bitter-sweet conclusion of *Shanghai Girls*, she was inundated with demands for a sequel—first from her publisher, then from "virtually every single reader I met on tour," she says—and so *Dreams of Joy* will hit bookstores in June.

"I've been writing about China for a long time. I'm not new to the rodeo," See smiles. "But today, China is finally very much on our minds, with the Olympics and the global economy and the travel that's opened up in that part of the world, and it is such a privilege to be able to share the stories and the histories now that for centuries were lost or forgotten. I think they connect with all of us, whether we are Chinese or not." ☐

J. Rentilly is a Los Angeles-based journalist.



I HAVE BEEN a fan of Lisa See since I read her novel *Snow Flower and the Secret Fan* and made it my December 2006 book pick.

Then I read her 2009 novel, *Shanghai Girls*, and fell in love anew with See's talent for telling a story so transportive that closing the book feels like waking from a dream.

Never in my life have I been so eager to find out what happens to a set of characters as I was with sisters Pearl and May and the young Joy. I contacted See, asking for more. It's little surprise that I wasn't the only reader to do so.

We'll get the rest of the story in June in the sequel, *Dreams of Joy*. If, like me, you've already read *Shanghai Girls*, I imagine that you too are searching for a way to strike a balance between tearing into it and savoring every last word.

*Shanghai Girls* is available in warehouses now. Watch for *Dreams of Joy* next month.

**For more book picks, see page 65.**

## Signed book giveaway

COSTCO HAS 50 COPIES of Lisa See's *Dreams of Joy* with signed book plates to give away. For a chance to win, send an email with your name and mailing address to [giveaway@costco.com](mailto:giveaway@costco.com), with **"Lisa See" in the subject line**. Or print your name, address and daytime phone number on a postcard or letter and send it to: Lisa See, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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Purchase will not improve odds of winning. Sweepstakes is sponsored by Random House, 1745 Broadway, New York, NY 10019. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by June 1, 2011. Winners will be randomly selected and notified by mail on or before July 1, 2011. The value of the prize is \$26. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Random House and their families are not eligible.

**More in archives**  
On Costco.com, enter  
"Connection." At Online Edition,  
search "Lisa See."



Pennie Clark Ianniciello,  
Costco book buyer



# Author Spotlight



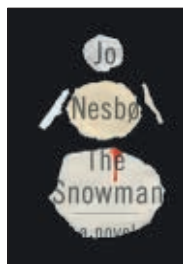
Photo © Stian Andersen

"Jo Nesbø is my new favorite thriller writer."

—Michael Connelly,  
author of *The Lincoln Lawyer*

## THE SNOWMAN by Jo Nesbø

A young boy wakes to find his mother gone. There are no clues, save this: Her pink scarf has been tied around the neck of a snowman out in the yard. That's just the beginning of the chilling horrors that await in the mind-bending new thriller **The Snowman** (Knopf). Troubled police investigator Detective Hole is called in to investigate and he discovers this case may have a connection to the disturbing letters he's been receiving lately. Moreover, he may be facing a brilliant killer who has been playing this game for years without ever getting caught. *The Snowman* is the latest thriller from internationally best-selling Norwegian author Jo Nesbø, whose writings have won the Glass Key, the Riverton Prize and the Booksellers Prize.

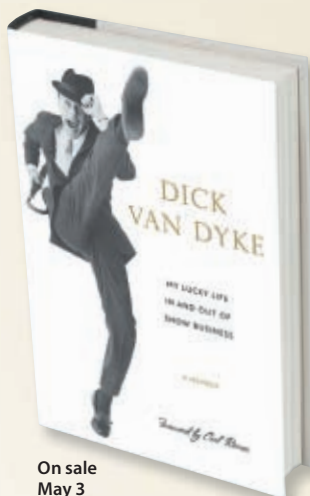
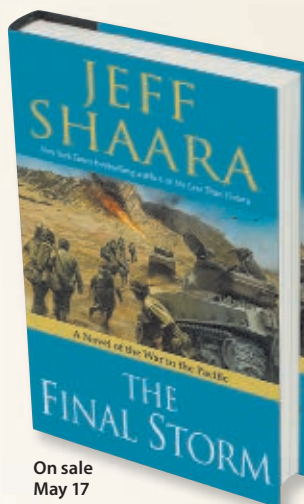
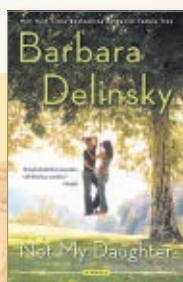


On sale May 10

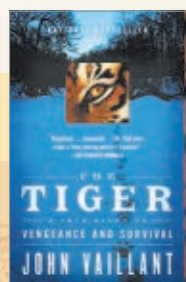
Nesbø's tough-as-nails antihero, described by Booklist as "alternately brilliant and deeply flawed," tackles the most vicious cases while fighting his personal demons in these previous best-sellers too:

**The Devil's Star**, **The Redbreast** and **Nemesis** (HarperPaperbacks), all now available. Jo Nesbø is the newest superstar in crime fiction—now's your chance to jump on these riveting mysteries!

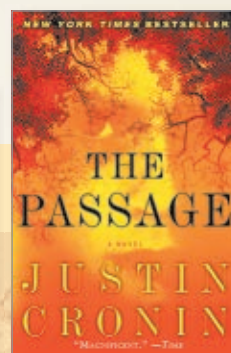
Paperbacks available now

On sale  
May 3On sale  
May 17

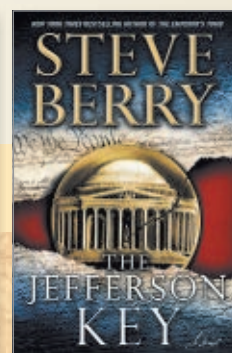
On sale May 3



On sale May 3



On sale May 17



On sale May 17

## MY LUCKY LIFE IN AND OUT OF SHOW BUSINESS

by Dick Van Dyke

The legendary actor and one of the greatest stars of the golden age of television shares the ups and downs of a celebrated career. Over the decades, Dick Van Dyke became a star on TV and in film, and has made a huge impression on us all. This is his story, told firsthand with all his beloved charm.

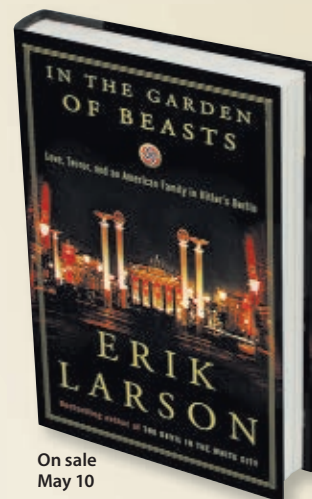
CROWN ARCHETYPE/HARDCOVER

## IN THE GARDEN OF BEASTS

by Erik Larson

An American family journeys to Berlin in 1933 and witnesses the horrible atrocities associated with Hitler's rise to power. **In the Garden of Beasts** is a new work of nonfiction from the author of *Devil in the White City*.

CROWN/HARDCOVER

On sale  
May 10

## THE FINAL STORM

by Jeff Shaara

In spring 1945, the final assaults of World War II are being waged in the Pacific theater. In this novel, acclaimed author Jeff Shaara brings to life the heroism and sacrifice that defined the war in the Pacific, bringing the conflict to life as only he can.

BALLANTINE/HARDCOVER

## NOT MY DAUGHTER by Barbara Delinsky

"Delinsky proves once again a perceptive observer of family relationships.... A tautly emotional story about mothers and daughters."—*The Boston Globe*

ANCHOR/PAPERBACK

## THE TIGER by John Vaillant

In a tiny, remote village in Russia, a cunning killer goes on the hunt for flesh. But in this shocking true story, the killer is a man-eating tiger, and the quest to capture this beautiful yet dangerous creature causes massive repercussions for the entire community—including the humans who will do anything to protect the tiger.

KNOPF/PAPERBACK

## THE PASSAGE by Justin Cronin

Last summer's epic bestseller about a little girl who saves the world is now in paperback. Don't miss the mesmerizing post-apocalyptic thriller that had reviewers raving!

BALLANTINE/PAPERBACK

## THE JEFFERSON KEY by Steve Berry

"The Constitution ... secret codes ... loads of history ... AND pirates! What else does anyone need? *The Jefferson Key* won't just haunt your nights—it'll haunt your life. Cotton Malone is coming back to the scariest place of all: home."—Brad Meltzer

BALLANTINE/HARDCOVER



May

## Book buyers' picks

### NONFICTION

***Cooking Light: Way to Cook Vegetarian*, by Cooking Light magazine staff.** I love vegetables, but I have always struggled to find ways to cook them as the centerpiece of my meals instead of just a side dish. *Cooking Light* makes it easy with their newest book in the *Way to Cook* series. *Way to Cook Vegetarian* has hundreds of delicious meal options, laid out in an easy-to-use format that features tips, advice, nutrition information and gorgeous full-color photos. It's a great addition to any cookbook collection.

—Melissa McMeekin, assistant buyer, books

***The Strength Training Anatomy Workout*, by Frederic Delavier.** The newest title in Delavier's best-selling series goes a step further than the previous books. In addition to showing you detailed drawings of how each exercise works to strengthen your muscles, this book allows you to tailor your workout according to which types of activities you do. If you're a tennis player, simply turn to that section to find a complete list of exercises targeted to develop your strength for the sport. With workouts tailored for joggers, swimmers, cyclists and more, this book is sure to offer something for everyone.

—Jonna Erickson, assistant buyer, books

### FICTION

***The Violets of March*, by Sarah Jio.** I've long believed that the right book finds you at the right time. From the moment I saw this book's jacket, I knew I had to read it. And I wasn't disappointed. Thirty-something Emily Wilson has lost the enviable life she had in her 20s. At her aunt's request, Emily decides to spend the month of March on Bainbridge Island in Washington state. There she discovers an old diary that chronicles events that parallel her own life. The island becomes a place of healing for Emily—as I'm

sure this book will become a source of healing and comfort for its readers.

—Shana Rawers, assistant buyer, books

### JUVENILE

***3D Learning in Motion* puzzle assortment, from The Learning Journey.** If your kids are like mine, they love to do puzzles. It's a bonus when they can learn while they're playing. These two-pack puzzle sets cover the concepts of mathematics, sequencing, counting and first words. Each set comes with 40 puzzle sets and 40 lenticular stickers—the kind that, for example, when tilted one way you see the number “4” and when tilted another you see it spelled out “FOUR.” Great for children 3 years and up, the sturdy floor-puzzle pieces will last while being assembled time and time again.

—Josh Lilly

inventory control specialist, books



BOOK PHOTOS: FRANCE FREEMAN

# CELEBRATE Disney ANIMATION

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# Kids' pick!

Melissa McMeekin,  
assistant buyer, books

# Kids!

books & more

SYLVAN LEARNING is a leading brand in tutoring, but they also provide additional educational services. Sylvan Learning Workbooks are three books in one and contain a set of 20 bonus flash cards to help

bring the fun of learning into your own home. This series has a special focus on language arts and math success for children in kindergarten through fourth grade.



Paperbacks  
available early May

EVERYDAY SUCCESS WITH A UNIQUE 3-D COVER IS ANYTHING BUT ORDINARY. Designed by experts in elementary education, **Everyday Success** features essential skills that students need to master in the early, fundamental years of school—preschool to second grade. Each age-appropriate workbook reinforces what the child is learning in the classroom. It's easy to move to the head of the class with **Everyday Success** from Carson Dellosa.



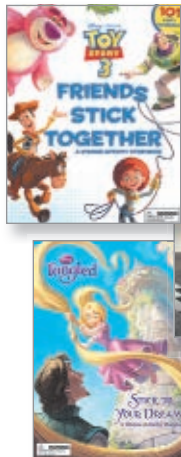
Spiral bound  
Paperbacks available mid-May

## HERE'S LOOKIN' AT YOU!

The eyes have it when it comes to these engaging children's books. A character's movable eyes can be controlled with just the touch of a finger. Durable board books are tough and stay young longer than the little ones who enjoy them. Aquatic escapades are brought to life with **Otto's Ocean Adventure**. Take a trip back in time with **The Great Dino Race**. Leap your way into fun with the adorable **Look Out Fergus Frog!** and more from Hinkler Books.



Hardcover available mid May



## ENDLESS MOVIE MAGIC

Sticker-activity storybooks allow readers to re-create their favorite adventures using beautifully illustrated backgrounds from beloved Disney films. Colorful vinyl stickers can be used and reused for hours of fun. Rapunzel and Flynn come down from her tower for a big adventure in **Tangled: Stick to Your Dreams** (Disney). Follow Lightning McQueen around the racetrack—if you can keep up—in **Lightning's BIG Race** (Disney).



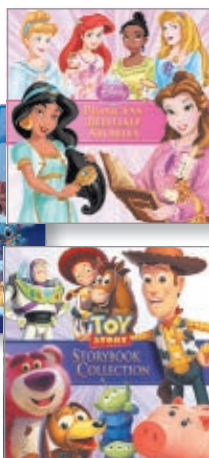
Hardcovers  
available  
early May

## TOY STORY TIME AND BEYOND!

Storybook collections from Disney allow young readers to experience their much-loved characters in the retelling of their favorite stories right at home. With gilded pages and over 250 illustrations, the best-selling collections are sure to become the go-to favorite. Enjoy brand-new stories featuring Woody, Buzz and the gang in **Toy Story Storybook Collection** (Disney). And read all about Cinderella, Belle and more in the third edition of the popular **Disney Princess Collection** (Disney).



Hardcovers  
available mid May



## STORIES JUMP OFF THE PAGE

Exciting pop-up storybooks from Carson Dellosa feature classics—with a twist. Discover what happens when **The Wide-Mouthed Frog** comes face-to-face with a lemur, a toucan and a hungry crocodile. And little readers will gobble up the deliciously funny **There Was an Old Lady Who Swallowed a Fly**.



Hardcovers available early May



## CREATE A PERSONAL MEMENTO

**My Grandma Is Special** is a unique gift for anyone's grandma. Grandchildren get to record a story for Grandma to hear over and over just how special she is. With unique recorded storybooks, the listener hears a loved one's voice reading the story. The voice will be saved on the pages for all to hear again and again, creating a timeless treasure.

Publications  
International  
hardcovers  
available  
early May



## SING-ALONG FUN!

With interactive fold-out soundbooks, each story is captivating on its own, but the experience is enhanced with music. Little ones participate by following along with the fold-out fun and singing the happy tunes with each story line. Have fun with Mickey and his clubhouse gang in **Hot Dog! Sing Along!**, with Dora and friends in **We Did It!** and more.



Publications  
International  
hardcovers  
available mid May



# Kids, Moms & Dads—The Family Is Covered

## THE PREMIER LINE FOR BEGINNING READERS

The **I Can Read!** series from HarperCollins takes children step-by-step into the wonderful world of reading with a wide variety of books that engage and excite. Widely recognized as the premier line for beginning readers, each collection



Paperback 6-packs available mid-May

will engage them with the most beloved stories in children's literature. They will begin to read with some help and will be reading on their own in no time!

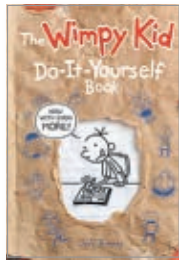
## LIFT N' LOOK TREASURES

**My Big Sister's Purse**, from SoftPlay, is a chunky foam book with shiny foil accents. Young children will love to read the story, look under the soft, lift-out pieces and discover all the exciting treasures that are packed inside a big sister's purse. **My Dad's Toolbox** and **My Yummy Lunch Box** are also available.



Foam books available mid-May

## NOW KIDS CAN WRITE THEIR OWN BEST-SELLER!



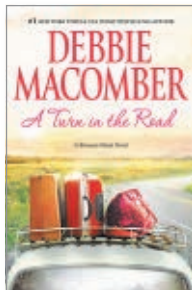
With this expanded version of **The Wimpy Kid Do-It-Yourself Book** (Abrams), kids are the author, illustrator and main character. Filled with loads of interactive pages and plenty of space to write a life story, this book makes readers into writers as they create their own masterpiece. This updated edition contains more than 60 new pages, including more activities and 16 more full-color comics. Plus, there are still 45 blank pages at the end of the book for freestyle drawing and writing.

Hardcover on sale May 10

## RECONNECTING WITH THE PAST

Three very different women set out to drive across America with the hope of reconciling past loves and moving on. But even the best-planned journey can encounter forks in the road ... or lead to an unexpected encounter.

**A Turn in the Road** (Harlequin) is Debbie Macomber at her very best.



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Sylvie has spent the past 30 years performing the duties of the doting politician's wife. When she suffers a painful, public betrayal she heads to her grandmother's seaside home to wait out the scandal in solitude. However, when she gets there, she finds more than she bargained for—other women in her life who are heartbroken, just like she is. Three very different women find a common bond, comfort and even a little comedy in **Fly Away Home** (Washington Square Press).



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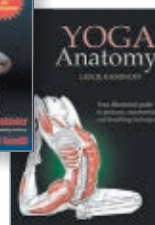
With summer right around the corner, culinary thoughts turn to outdoor cooking and barbecue, and no one does it quite like James Beard Award-winning Steven Raichlen. The man has been around the world collecting the tastiest recipes and most inventive ways to use the grill, and now he shares them in **How to Grill** (Workman).



Paperbacks available early May



Paperbacks available early May

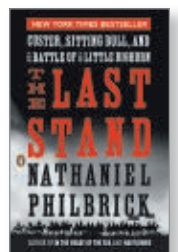


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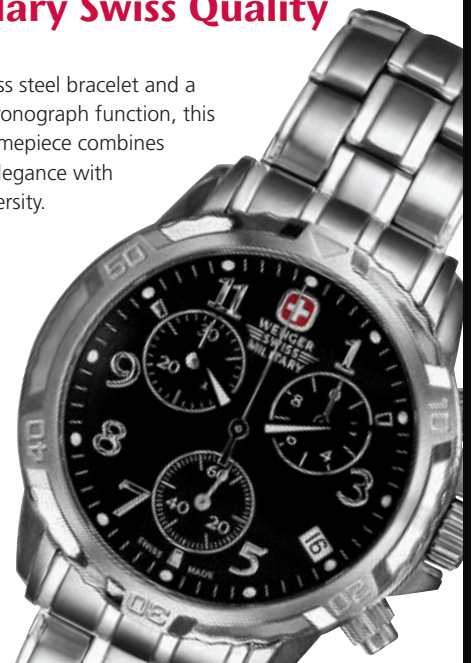
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# Whitewater wonder

## O.A.R.S. takes adventure, adds water

By Claire Sykes

NO WAY WOULD he do it. The pool was too deep and he was too scared. But if 12-year-old George Wendt was ever going to become an Eagle Scout, he had to earn his swimming merit badge first, and that meant jumping into water over his head.

For someone who “didn’t like the water,” says Wendt of himself then, he ended up taking one heck of a U-turn eight years later. His Eagle rank long realized, he found himself for the first time gripping a paddle as he dodged boulders and logs in a rubber raft charging through the white-water rapids of the Colorado River.

“It was captivating,” he says. “I was hooked.” Today, Wendt runs one of the most successful rafting and sea kayaking operations in North America.

Since 1969, Outdoor Adventure River Specialists (O.A.R.S.) has enjoyed a steady stream of business, with more than 500,000 boating enthusiasts drifting and whipping down 35 rivers and coastlines from Alaska to Chile and Colorado to Fiji. The adventure-travel leader offers 75 eclectic itineraries (mostly on the water) by raft and sea kayak, hiking boot and horse, and mountain bike.

O.A.R.S.’s special-interest options focus on geology, wildlife viewing and photography, wine and craft beer tasting, gourmet dining, chartered trips, and family and singles vacations. Whether it’s a one-day white-water jaunt or a two-week journey, the company’s tours guide everyone from the budding boater to the experienced explorer.

Wendt (not to be confused with the famed *Cheers* actor) kicked off his own outdoor adventures with the Boy Scouts in Pacific Palisades, California. “I was fortunate to be in such an active troop and have a scoutmaster who encouraged me,” he says.

While a history major at UCLA, in 1962, Wendt tackled his first rapids, on the Colorado River through Glen Canyon. “As we approached them, their roar engendered in me a sense of eager anticipation and a joy of living in the moment,” he tells *The Connection*. “And there were beautiful scenes around every corner. It was like a magic carpet ride.”

The following year the Colorado River was dammed, and “the Grand Canyon was my next best choice,” says Wendt, who became one of the first 1,200 people to raft it. In 1965, two years after graduating, he and a couple of buddies bought four military surplus rafts, and ran weekend outings in California for Scouts and students.

Meanwhile, Wendt worked on getting his teaching credentials. He turned his minor in math into a teaching job at a Los Angeles middle school. For the next eight years, his chalkboard displayed scrawled equations about ski lifts and a river’s cubic feet per second, while he ran weekend rafting trips.

Somewhere in there, he met Pam, an X-ray technician, and the two married in 1969. She handed her husband a generous check to get started, typed letters to interested inquirers, hoisted rafts into the truck and, with her keen eye and intuitive sense, helped train the guides.

In 1969, with the centennial of John Wesley Powell’s expedition in the Grand Canyon, the sport’s popularity surged.

By the early ’70s, O.A.R.S.’s revenues (and nationwide interest in the sport) were doubling annually. Business brimmed to full time in 1974 (Wendt quit teaching at this time); eight rivers in Oregon, California and Utah were added by 1977. Soon, O.A.R.S. acquired seven more rafting companies.

Wendt’s fervor for river preservation has always flowed through his passion for rafting—from helping to include California’s Tuolumne River in the National Wild and Scenic River System to establishing protected status for the Navua River in Fiji. Wendt has also testified before the U.S. Senate Subcommittee on River Preservation, and donates more than \$70,000 per year to dozens of river-conservation efforts.

“We believe that the only way we’ll continue to have rivers is if we build a desire with the next generation to preserve them,” says Wendt. “This philosophy has been a major part of our business all along.”

CONTINUED ON PAGE 70

## Whitewater wisdom

IT’S NOT ENOUGH just to have fun on the water. You also need to be safe. Here are some tips from George Wendt, founder and president of O.A.R.S.

- Never boat alone, unless you’re highly experienced.
- Always wear a properly fitting personal flotation device or life jacket.
- Keep alcohol and other intoxicants on shore, and remain sober while boating.
- Never, ever dive into a river, and be vigilant when jumping into any water.
- Never strap yourself into a boat or wrap fixed lines around your wrists.
- If you fall into a river, float downstream on your back with your feet up to push yourself off any rocks.
- Never stand in a moving current unless it’s calm and below your knees.
- Know how to signal for help—by waving your arms high in the air.
- Protect yourself from too much sun, with ample sunscreen, a hat and sunglasses.
- Wear lightweight, secure and comfortable shoes (not flip-flops).
- Expect to get wet, so dress accordingly.
- Don’t drink untreated water from a river, lake or ocean.

—CS





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CONTINUED FROM PAGE 69

While he saves rivers, his clients savor gourmet dinners prepared riverside in Dutch ovens by world-class chefs, with creations such as filet mignon with Jack Daniel's flambé reduction sauce, and chocolate meringue bars.

Epicurean sustenance joins river sustainability in setting O.A.R.S. apart from the competition. Its guides provide another advantage, "more than any other river operation in the country," claims Wendt. "They're hardworking individuals who care about the rivers they run, and our clients."

Thirty-five years ago, most O.A.R.S. customers were in their 30s. Now they average late 40s and older. "Many baby boomers think the perfect way to end a day on the river is by sharing a great meal with a fine glass of wine," says Wendt. He also mentions "the memorable bonding that typically occurs on a river trip," which attracts more families to O.A.R.S.

Whether for downtime or a dare, he continues, "few other vacations have such a wonderful way of accommodating each person at just the right level of adventure"—taking them into nothing less than life-changing territory. ☐

*Claire Sykes (www.sykeswrites.com) is a freelance writer in Portland, Oregon.*

## member profile

**Company name:** O.A.R.S. (Outdoor Adventure River Specialists)

**Owners:** George and Pam Wendt

**Employees:** 20 full-time, 250 seasonal

**Products:** Adventure travel, including white-water rafting, hiking and sea kayaking

**Address:**

P.O. Box 67, Angel Camp, CA 95222

**Telephone:** (800) 346-6277

**Website:** [www.oars.com](http://www.oars.com)

**Email:** [info@oars.com](mailto:info@oars.com)

**Member at:** Sacramento, California

**Comments about Costco:** "O.A.R.S. has turned to Costco for many of its office and river-trip supplies, because of its convenience and prices. I really enjoy the friendly service from Costco's outgoing employees. They're happy to help us find whatever it is we're looking for. Since we buy a lot of things in bulk, we also appreciate the large-volume packaging and reasonable prices."—George Wendt



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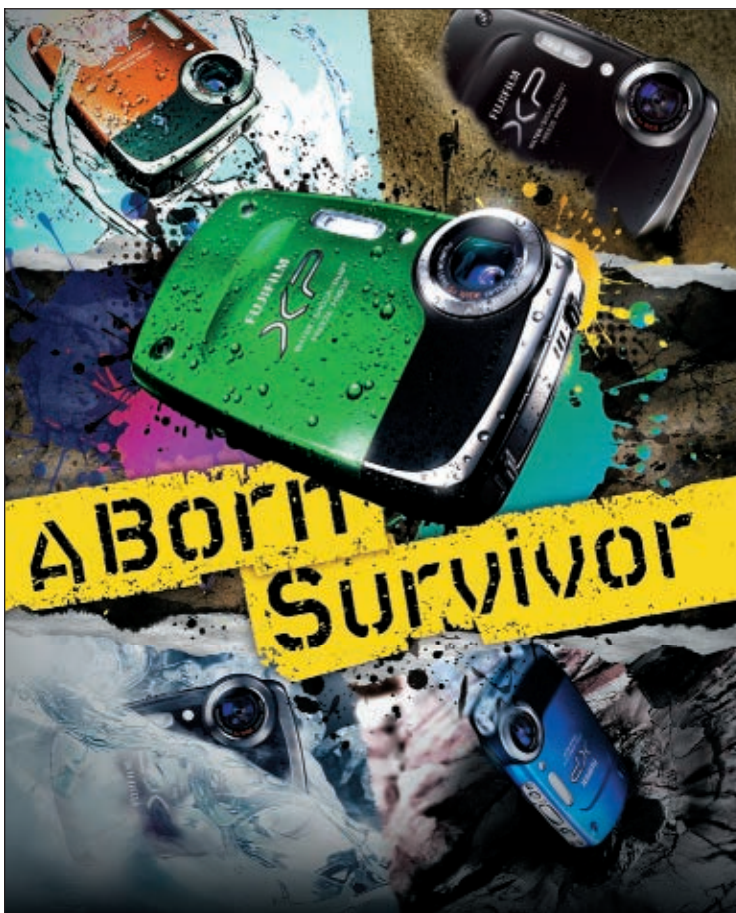
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# Taming the wild

## Camping, without the horror stories

By Laura Langston

THE LOCATION WAS idyllic, a waterfront campsite, complete with our own fire pit and stretch of sand, just a few miles from the stunning Pacific Rim National Park. We'd planned the trip months earlier.

What we didn't plan for—but got—was rain. We got so much, in fact, that we were almost flooded out and ended up leaving. We hadn't thought to pack the tarps. It was the first and last time we ever made that mistake.

To ensure your camping trip is memorable for all the right reasons, get organized before you go. "Be prepared—that's our motto," says Mark Stinnett, chairman of the national Outdoor Programs Committee for Boy Scouts of America. "Assume the worst—that it'll rain, you'll get stuck in snow, the cookstove won't work or a tree branch will tear a hole in the tent—and plan for it, so if it does happen, you'll still have a good time."

### Preparations and packing

Before leaving, create a checklist of things to take (go to Costco.com, click on "Costco Connection Magazine," and search "camping"). Check your camping gear; see what needs to be replaced or repaired. "Put up the tent in your backyard first," says Delaina Lee, marketing and communications manager for Coleman, which makes camping equipment. "Make sure you have poles and stakes, and that there are no holes."

Pack clothes by rolling them and stashing in plastic bags to save space and to avoid rain-soaked clothes. And always pack in reverse. The things you need right away, such as the tent, should go in the vehicle last. The goal is to set up camp as soon as you arrive without having to dig through a pile of stuff.

One essential Mark Stinnett always packs? Duct tape. "It's incredibly versatile and can be used to

patch a hole in a tent, to repair a boot that blows out on a hike and even as an emergency pressure bandage," he says. "And it comes off easily later when you're ready for a better repair."

Familiarize yourself with the facilities at your destination; if you can reserve ahead, do it. If you're hiking in, practice carrying your gear before you leave. Check the weather forecasts and fire restrictions so you know what to expect.

Arriving during daylight is best. "Do a reconnaissance first," says Stinnett. "Look for the best place to pitch camp, check out where you can build a fire, where you'll access water and sanitary facilities." Look for a shady spot to store coolers, adds Lee. And make sure you can string a clothesline.

### Plan for food prep

Take two coolers instead of one. "Store food in one cooler and drinks in another," says Lee. "You'll be in and out of the drinks cooler all day, and it won't stay as cold."

Here are some tips for hassle-free eating.

- Plan meals ahead and use up the most perishable items first.

- Measure ingredients for each meal and pack in zipper-lock plastic bags or plastic containers. Label well. For example, pancake ingredients can be pre-measured into a plastic container. When ready to cook, add wet ingredients, put the lid back on and shake to mix.

- Form and freeze burger patties and let them defrost in the cooler. Stew, soup or chili can also be cooked, frozen and defrosted in the cooler. Note: For food safety, perishables should always be kept at 40 degrees or colder.

- Block ice lasts longer than shaved ice. Pack each cooler with one block and nestle food around it.

- Think convenience: instant oatmeal, hot chocolate mix, boil-in-the-bag rice, cups of noodles.

- Take insulated mugs with lids. They keep cold drinks cold and hot drinks, including soup, hot. Lids keep insects out. ☐

Laura Langston is an author and freelance journalist who lives in the Pacific Northwest.

## Kick-the-Can Ice Cream

THIS WAS AN annual family favorite when we went camping.

- 1 cup whole milk
- 1 cup half-and-half\*
- 1/3 cup sugar
- 1 teaspoon vanilla or 2 tablespoons chocolate- or strawberry-flavored syrup (optional)
- 1-pound coffee can with a lid (clean)
- 3-pound coffee can with a lid (clean)
- Duct tape
- 8 to 10 cups crushed ice
- 1 1/2 cups rock salt (kosher salt or sea salt can also be used)

In a large bowl, combine milk, half-and-half, sugar and optional flavorings, and pour the ice cream mixture into the smaller can. Cover the smaller can with its lid and seal with duct tape. Place the 1-pound coffee can inside the 3-pound coffee can. Surround the smaller can with ice and salt by layering 5 cups of ice with 3/4 cup of salt. Put the lid on the larger can and seal with duct tape.

Now, put the can on its side and kick it back and forth (or roll it) for about 10 minutes. Open the larger can, remove the small one and give the mixture a quick stir. (The cream on the side of the small can will set faster than the mixture in the middle). Reseal the small can. Dump the water/salt mix from the larger can, place the small can back inside the larger one and layer again with the remaining ice and rock salt.

Put the lid on the larger can, seal with duct tape and kick or roll for another 10 minutes.

Makes 8 scoops (about 3 to 4 servings).

\* Using all half-and-half results in a richer ice cream; using all milk results in something more like sherbet.

—LL

### The Costco Connection

Costco members will find camping gear, including tents, coolers, sleeping bags, air mattresses, lanterns, GPS, water filtration, camp tables and chairs and grills as well as food in the warehouse and on Costco.com.



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Using “apps”  
on the road

# Travel on the grid

By Alice Shapin

LAST YEAR, my husband, Paul, and I, both Costco members, took a vacation to Phoenix and clocked more than 600 miles on the road. Thinking we could navigate the trip on our own, we decided to forgo a GPS in the rental car.

What we didn't realize was that, after getting used to a family car with GPS, we had totally lost our ability to read a map. Thank goodness our tablet computer had a GPS app. And that wasn't all. The Yelp app gave us the locations of hotels, restaurants and attractions on a map tied to our current location, the FlightTrack app let us know if our flight home was on time and we also downloaded a couple of self-guided tours.

“App” is short for “application,” meaning a computer program generally designed to run on a smartphone or tablet and perform a specific function. And yes, if you're traveling, there are hundreds of apps for whatever your need may be. For example, Currency calculates exchange rates, iTranslate is a universal translator and Google Goggles will tell you all about a landmark just by taking a picture of it.

“Apps are like potato chips. You want to have just one more,” says Chris Hall of Arizona, a senior writer at [www.148apps.com](http://www.148apps.com). The website covers everything about apps.

A self-professed foodie and Costco shopper (especially on Saturdays, with all the food samples), Hall remarks, “When I'm in a foreign land the first thing on my mind is where I'm going to eat. If I'm looking for something expensive, Zagat is invaluable. But he adds, “I do love OpenTable, which lets you make reservations at any participating restaurant. There's nothing like hitting a button and having a reservation set.”

## The Costco Connection

Costco offers a variety of smartphones and cellphone plans, and numerous travel guides are available for those who can still read maps.



Timothy McLain of North Carolina and his family were headed to see the space shuttle launch. “We had pre-booked a hotel near the launch, but after we were on our way we realized we'd have more fun staying at the beach. My wife used the Kayak app to find a hotel in Daytona Beach. We even saved \$50 a night,” McLain says.

Once at the beach, McLain and his son decided to check out the night-sky constellations using an app on his Android phone. “You turn on night mode, punch in Mars and it guides you through the sky to find it. Even though the shuttle launch was scrapped, our trip turned out better than we imagined, thanks, in part, to the apps,” smiles a well-connected McLain.

Apps have medical uses as well. Costco member Trista Goldberg of New Jersey was vacationing in Puerto Rico when she was stung by a jellyfish. Her leg immediately started to itch, burn and swell. With no life-guard around, her brother-in-law Eric Goldberg remembered he had the iMedjet app (a first-aid guide) and quickly found the proper treatment. “We ran into the hotel and got some vinegar from the concierge and applied it as prescribed by the app. By the end of the evening the sting was very much improved,” says Eric.

Travel writer and app creator Diana Lambdin Meyer used an app for the first time while in Berlin. “Sutro Media's apps on Berlin were great,” she says. “We didn't have to carry several travel books or open up a map while standing in the street. And, unlike a book, if there's a wrong number or something is incorrect, an app can be changed immediately.”

With summer coming, my husband and I are gearing up for another trip, and in addition to going to the bookstore, we're busy loading apps onto our tablet. ☑

*Alice Shapin is a Maryland freelance writer who has been published in national publications.*

## Have app, will travel

A GOOD SOURCE for finding apps for Android and Apple devices is [www.appolicious.com](http://www.appolicious.com), which rates the apps by category. Here are some of the best.

**Currency** (Android, iPhone; free): Converts between currencies using up-to-date exchange rates.

**Gate Guru** (iPad, iPhone; free): Allows you to view your TripIt and Kayak itineraries, view/post airport security wait times and see maps and a list of airport food, shops and services.

**Google Goggles** (Android, iPhone; included in Google Mobile App; free): A visual search tool that lets you take a picture of a landmark and then tells you about it.

**Google Maps with Navigation** (Android, iPad, iPhone; free): Offers map routing and turn-by-turn directions.

**HearPlanet** (Android \$3.99, iPhone \$4.99): Like having your own tour guide. Tells you what attractions are nearby and can read the descriptions aloud.

**iMedjet** (Android, iPhone; free): A comprehensive first-aid guide for travelers, detailing everything from bee stings to stabilizing a bone fracture.

**iTranslate** (Android, iPhone; translations free, spoken language \$1.99 per language): Translates between 60 languages.

**Kayak** (Android, iPad, iPhone; free): For flight, hotel searches and last-minute changes, or if you need a new flight or hotel.

**Lonely Planet** (iPad, iPhone; \$5.99): Phrasebooks and guidebooks for virtually every destination.

**OpenTable** (Android, iPad, iPhone; free): Search for restaurants by location, cuisine and price; see ratings; and make a reservation.

**TripIt** (iPad, iPhone; free): TripIt Travel Organizer puts all your travel plans right on your iPhone no matter where your travel was booked.

**Wi-Fi Finder** (Android, iPad, iPhone; free): Can locate all the Wi-Fi hot spots near you or at a specific address. Can download a database to help you find a hot spot when disconnected.



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## Campfire 101: Safeguarding the outdoors

HUMAN-CAUSED wildfires, including those caused by campfires and grills, as well as arson, fireworks and yard-waste burning, caused 64,807 wildfires on federal and state land in 2010, according to the U.S. Forest Service.

"So you can understand why Smokey Bear is still relevant. We want people to put out every fire they start," says Helene Cleveland, the Forest Service's fire prevention program manager.

To prevent forest fires, Cleveland offers these tips:

- Place grills on solid, dirt-only ground.
- Never place a tabletop grill directly onto a wooden surface or picnic table. Always place a metal tray or cookie sheet beneath.
- Pay attention to park postings on wind and dryness conditions, which could send an ember flying.
- Never start a fire under or near any trees or bushes.
- To dispose of hot coals, look for designated metal depositories or bring your own metal container.
- To make sure coals are dead out, dump water onto them, stir the ashes, dump more water, stir again. Then feel the coals gently to make sure there are no hot spots.
- If you must dump the coals on the ground, find an area of just dirt, away from the campsite.
- If you accidentally start a forest fire—and it's just starting—try to put it out with water or an extinguisher. Always call 911 if there's ever any concern.

For more fire prevention tips, go to [www.SmokeyBear.com](http://www.SmokeyBear.com).—RC

# Grill fire safety

## Avoid the backyard burn

By Rita Colorito

WITH MEMORIAL DAY around the corner, you probably have thoughts of breaking out the grill for that first sizzling summer feast. The possibility of a devastating fire likely doesn't enter your mind.

Summer's a prime season for backyard burns—and not the kind you get from the sun. While indoor cooking accounts for the majority of U.S. house fires, the outdoor kitchen—grills, hibachis and barbeques—poses problems of its own. Each year outdoor grills cause an average of 7,700 house fires, \$70 million in property damage, 13 deaths and 17,700 emergency room visits, according to the National Fire Protection Association (NFPA) in Quincy, Massachusetts.

But there are things you can do to safeguard your home and family.

### Grill prep

Gas grills account for 81 percent of grills involved in house fires. The main culprit: a gas leak. "As you are getting ready for grill season, inspect your grill and make sure that it's in good working order," says Lorraine Carli, vice president of communications for the NFPA. To check for leaks, apply a light water-and-soap solution to the gas hose. If you see bubbles, you have a leak.

"Turn off the gas tank and the grill," advises Carli. "If the leak stops, get the grill serviced. If the leak doesn't stop, contact the fire department."

For built-in grills, a common mistake is making an improper fuel connection, says Shiva Noble, executive vice president of Costco grill supplier Cal Flame in Pomona, California. "[You] should always use a certified plumber to convert the grill from [liquid propane to natural gas]," says Noble.

To prevent the leading cause of charcoal grill fires, responsible for 17 percent of fires, place any combustible items, such as paper products and starter

fluid, away from the grill. And go easy on the starter fluid. "One of the biggest mistakes is using too much starter fluid," says Carli. "Once your fire is going, don't add additional starter fluid." Starter fluid is a factor in about 25 percent of thermal injuries caused by charcoal- and wood-burning grills.

### Location, location, location


Improper grill placement—too close to wooden materials, such as a fence or siding—can turn your home to tinder.

"You want a 3-foot area away from things that can burn, including your home," says Carli, who also advises placing grills out from under any overhanging trees, eaves or pergolas.

These guidelines also apply to popular fire pits and chimeneas, which should never be placed on a wooden structure. "You want them to be placed on a very sturdy ground area, so that they don't get tipped over," says Carli. And never place any fire vessel in a walkway or play area, where children can bump them. In 2009, children age 5 or younger accounted for 22 percent of thermal burns from grills, mostly from contact, according to data from the Consumer Product Safety Commission.

### Fight flare-ups right

Occasionally, built-up grease catches fire. "If you can safely turn off the grill, that's the best course of action. Shut the cover and then the fire will typically go down. If anything ever gets out of control, your best course of action is to call the fire department and get away from it," says Carli. While fire extinguishers are good for handling small, contained fires, the NFPA doesn't recommend them for grill fires.

To reduce flare-ups, remove grease buildup from the grill and trays below. "Pull out the grates and put them in the dishwasher," says Noble. "People sometimes get lazy, and they don't want to clean it until the next time they use it. But the best thing to do is to clean it right away." 

### The Costco Connection

Costco members will find a wide assortment of mobile and fixed grills and firepits, as well as fire extinguishers, in the warehouse and on Costco.com.

Freelance writer Rita Colorito is a fire-conscious freelance writer based in Glen Ellyn, Illinois.



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## Exclusive line of bikes rolls out at Costco

# Wheel value

By T. Foster Jones

IN THE CYCLING world, snobbery reigns. One measures oneself against others not only by bike prowess, but also by the brand of the bike as well as the cache of components and the array of accessories.

Purchasing an unbranded bicycle from a big-box store is anathema to a bike snob. It's like offering a K-car to Mario Andretti.

Not that this prejudice hasn't been warranted. Bikes sold in some of these environments are often cheaply constructed with inferior-quality parts and bottom-of-the-barrel components, and slapped together on-site by somebody who can't tell a kickstand from a handlebar.

Although this hasn't been the case at Costco, when I—a self-professed bike snob—was asked to look at a new line of bikes that were being built exclusively for Costco, I was still a bit skeptical, to say the least.

What did I find? Here's a look.

### The bikes

The private-label line of bikes being built for Costco is rolling out under the Northrock Bicycles ([www.northrockbikes.com](http://www.northrockbikes.com)) brand. Who makes Northrock bicycles? I was impressed to discover that Northrock is a highly reputable U.S. company with years of experience and a well-deserved reputation for excellence in bike design and construction.

The bike line includes six styles: OC men's and women's single-speed beach cruisers, CTM and CTL men's and women's "comfort" road bikes, the XC6 mountain bike and the SCR1 road bike. (Not all bikes are available at all Costco locations.)

### Frame

The frame, or chassis, of the bike is where a manufacturer shines or dies. Components—what goes on the frame—can come from a variety of sources, but the manufacturer is almost always directly involved in the frame's engineering, design and construction.

Each one of Northrock's models is well constructed with lightweight 6061 aluminum, for frames that are strong, stiff and light and can weather the elements without rusting. The frames feature a clear-coat paint finish that further protects them from weather elements.

### Components

I was happy to see that the Northrock technical team uses reliable and performance-based brand-name components from well-respected manufacturers such as Shimano, Suntour, WTB, Velo and SRAM. With these higher-end, widely recognizable components, riders can be sure their bicycle is compatible when repairing or replacing parts. (It also makes it a lot easier to compare prices.)

### Assembly

To reduce assembly error, bikes are shipped from Northrock to Costco nearly assembled. Costco employees responsible for finalizing assembly are given detailed instructions. Hangtags on the bike provide information to Costco members so that it's easier to identify what the components are, what they do and what they should look like.

### Styles

Each frame style is designed with a geometry that complements the rider style, performance and intended use of the bike.

The CTM and CTL are intended for cross-terrain riding (pavement to gravel), and use 26-inch wheels, which give a lower center of gravity. The cross-terrain tires provide grip on gravelly surfaces and are smooth enough not to cause too much resistance on paved surfaces. A feature I like on both the CTM and the CTL is the adjustable quill handlebar stem, which allows you to really dial in the most comfortable riding position. Front fork suspension smoothes out terrain. This is a bike that would easily cost between \$400 and \$500 elsewhere. Costco's price is \$299.

**Northrock's CTM model (above) is designed for comfortable short or long rides on pavement or gravel terrain.**

Built rugged to perform on mountain trails, the XC6 is equipped with a 24-speed Shimano Acera drive train. Noteworthy are the adjustable Suntour front fork and a dual disc brake system, items usually found on higher-end bikes. I would expect this bike to cost between \$500 and \$600. At Costco, it is priced at \$299.

Equipped with Shimano Tiagra and Sora (front and rear) derailleurs and Shimano Sora STI shifters, the SCR1 is designed for speed, performance and reliability. The carbon fork is a high-end addition that not only lowers the weight of the bicycle but also absorbs road vibration for greater comfort over long distances. The combination of frame and brand-name componentry would cost close to \$1,000 at retail. At Costco the bike is available for \$599.

The single-speed OCs are all about comfort and ease, with lightweight alloy rims, upright handlebars and a Velo comfort saddle. Something you don't often see are the dual fenders, which are both stylish and functional and add to the overall classic cruiser look. I had forgotten how much fun it is to ride a single-speed. These bikes are priced at \$249.

### Built to be better

My impression overall is that this bike line is resetting the bar for bicycle quality in a retail arena where one doesn't necessarily expect to find a high level of bike quality. These are "real" bike-shop bikes, with solid workmanship and components. They will appeal to bikers at all levels—from the entry-level rider to someone with enough miles under his or her belt (in other words, a bike snob) to recognize what a value each one of these represents.

Northrock's motto is "Built to be better." I would say they have achieved this. ☐



TONI PINTO



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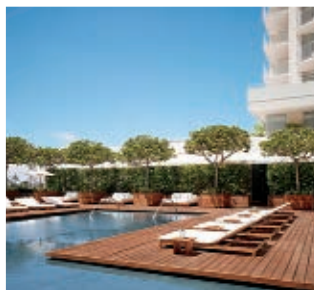
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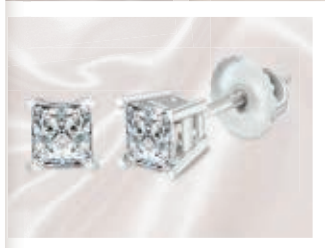
**Round Brilliant Diamond Hoops (.30 ctw)**  
14kt white gold.  
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**Round Brilliant Diamond Drop Earrings (1.62 ctw)**  
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**Marquise and Round Diamond Ring (.95 ctw)**  
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**Lab Created Emerald and Diamond Ring**  
14kt white gold.  
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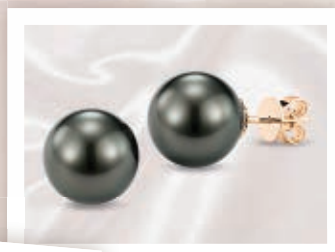


**Lab Created Emerald and Diamond Earrings**  
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**Tahitian Pearl and Diamond Ring**  
8.5 mm. 14kt white gold.  
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**9 mm Black Tahitian Cultured Pearl Earrings**  
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**9 to 9.5 mm White Cultured Pearl Stud Earrings**  
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Choose Chocolate or Green Tea. High-protein bars with minimal sugar and calories without sacrificing taste. Our protein blend provides you with a balanced amino acid blend from many sources to help you gain muscle and keep your hunger under control. These bars may be used on the Smart for Life® program. One bar equals two meal replacements.

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**Motorized Model**

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#11516290 Costco.com only.

Motorized models operate by remote control.



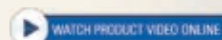
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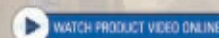
All-weather resin wicker with Sunbrella® fabric. Includes five-piece sectional, two-piece sofa, two coffee tables, side table, two club chairs, two ottomans and four loungers.

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Other configurations also available.

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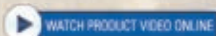


#### Portofino 5-Piece Chat Collection

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#### Zen 5-Piece Deep Seating Collection

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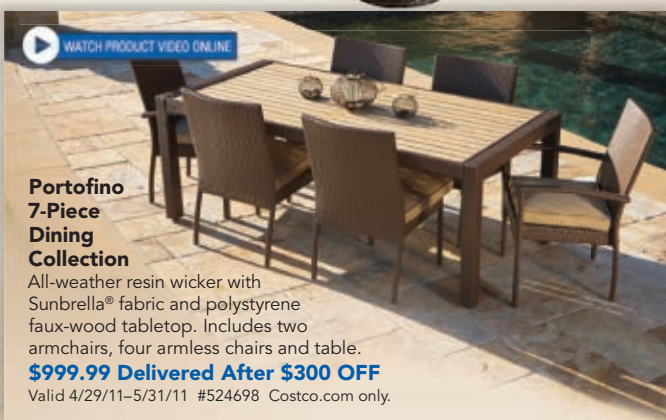


#### Portofino 7-Piece Dining Collection

All-weather resin wicker with Sunbrella® fabric and polystyrene faux-wood tabletop. Includes two armchairs, four armless chairs and table.

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All-weather resin wicker and aluminum construction with Sunbrella® fabric. Includes four club chairs, chat table with fire pit, ice bucket and accessory stand.

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All-weather resin wicker and aluminum construction, Sunbrella® fabric bolster pillows. Includes two armchairs, four dining chairs and a 64" L x 40" W dining table.

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### Venice 4-Piece Modular Deep Seating Lounge Set by Sirio™

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### Sodo 5-Piece Deep Seating Collection

Includes loveseat, two club chairs, coffee table and side table.

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### Hampton 6-Piece Deep Seating Sectional by Sirio™

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### Grayton 5-Piece Chat Collection

All-weather resin wicker with Sunbrella® fabric.

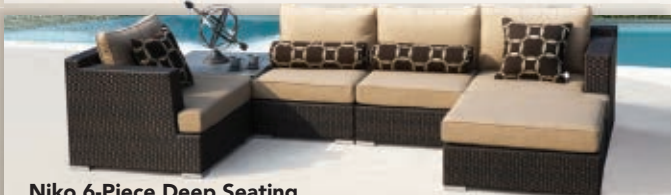
Includes two club chairs, two ottomans and side table.

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### Niko 6-Piece Deep Seating Modular Sectional by Sirio™

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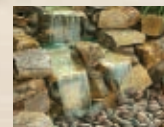
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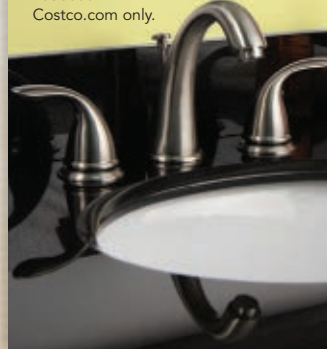
### Fontaine Madison Widespread Bathroom Faucet

Brushed nickel finish.

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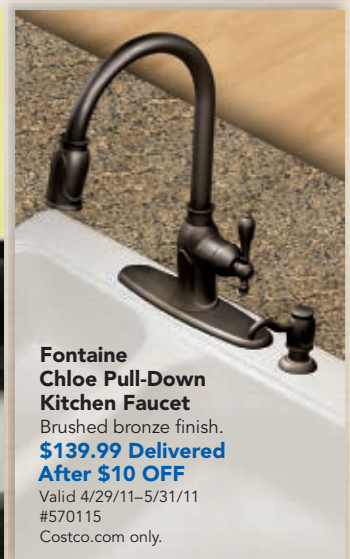
### Fontaine Chloe Pull-Down Kitchen Faucet

Brushed bronze finish.

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Fully assembled 18-gauge steel cabinets with powder-coated black and gray finish. Tool drawer locks for added security. Maple butcher-block work surface mounts to the top of the tool drawer and base cabinet.

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Includes comforter and coverlet, both with two matching shams. Three assorted styles available.

**\$99.99 Delivered**  
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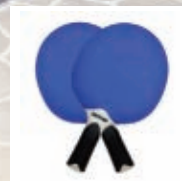


## KETTLER® Match Pro Deluxe Outdoor Table Tennis Table

- Weatherproof 7/8" aluminum-sealed composite, non-glare tournament top
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**\$549.99 Delivered**

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## HON® Volt® Task Chair with Synchro-Tilt

Available in black, burgundy or navy.

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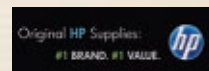


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Buy select HP Photo Value Packs and get:

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# Tired of living with heartburn?



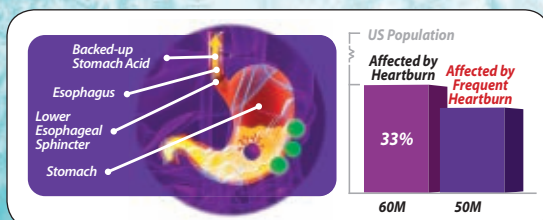
## Treats the Same Frequent Heartburn Symptoms as Prevacid® 24HR capsules & Prilosec OTC® for Less

### What Is Heartburn?

Heartburn is a painful, burning sensation in the lower chest or throat that occurs when stomach acid backs up (or “refluxes”) into and irritates the sensitive lining of the esophagus.

### Who Gets Heartburn?

60 million American adults are affected by heartburn, with an estimated 50 million adults suffering from frequent heartburn (defined as heartburn that occurs two or more days per week).



Consuming citrus fruits, fatty or spicy foods, chocolate, peppermint, tomatoes, raw onions and garlic, and caffeinated, carbonated or alcoholic beverages can contribute to heartburn. Eating large portions and eating before bedtime, and lying down or bending over on a full stomach, can also increase the likelihood of experiencing heartburn.

### Proton Pump Inhibitors (PPIs)

PPIs, the newest class of heartburn medications, actually deactivate the pumps in the stomach lining from producing acid, significantly inhibiting acid production (and its overproduction) at the source. PPIs are available by prescription to treat ulcers, gastroesophageal reflux disease (GERD) and erosive esophagitis.

**One daily pill treats frequent heartburn for up to 24 hours when taken as part of a 14-day course of treatment — or as directed by your doctor.\***

\*Use as directed for 14 days for treating frequent heartburn. Not intended for immediate relief of heartburn; this drug may take 1 to 4 days to take full effect.

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# KEEP YOUR HEART IN GEAR WITH KIRKLAND SIGNATURE CoQ10\*

**KIRKLAND SIGNATURE™ MAXIMUM POTENCY CoQ10 HELPS SUPPORT THE INNER WORKINGS OF YOUR HEART\***  
Take Kirkland Signature Maximum Potency CoQ10 to support antioxidant health, promote energy production and help support healthy blood pressure levels already within a normal range.\* CoQ10 can also replenish what statin medications can deplete.\*\* So, keep your heart running like clockwork with Maximum Potency Kirkland Signature CoQ10.\*

\*\*Note: Coenzyme Q10 is not intended to serve as a replacement for statin therapy, nor should you discontinue taking any prescription medications while supplementing with Coenzyme Q10.

\*These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

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11-CC-1001mr



USP has tested and verified select Kirkland Signature™ supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See [www.usp-dsvp.org](http://www.usp-dsvp.org).

*Exclusively from Costco Wholesale*





# Restoring fading memories

## Costco brings old home movies into the digital era

By Tim Talevich

I HAVE A LARGE BOX in my closet that holds not only a lifetime of precious memories, but generations of movie-taking technology.

First are some old movie reels, shot by my dad from the 1950s to the '70s with his Super 8 mm camera as my siblings and I grew up. Next are several VHS tapes whose brown and faded labels list years of important events from the 1980s, when VHS tape was the day's popular format.

Then comes a stack of cassette-style tapes from my first camcorder, which used the 8 mm video format. Captured on them are all the key moments from my own children's lives—shaky first steps, the first birthdays, family camping trips and early baseball games. Filling out the box are a half-dozen small tapes in the MiniDV format, taken in recent years. Here, the kids are young men, graduating

from high school, jumping into a river and mugging for the camera at Christmas.

I'm eternally grateful that all these memories are captured on tape, but essentially they're all trapped in the box. To display them, we need to dig out a VHS tape player or the camcorders used to shoot the video. They can't be easily edited or shared. And they're deteriorating over time.

That's why I've undertaken a project this year to have all these old tapes converted into digital format and saved onto DVDs. The conversion process "cleans up" some of the images; and once they're in digital format, I can edit the footage, share the video with anybody—and feel assured that it's all safely preserved for the next generation.

### How the process works

Costco offers slides- and home-movies-to-DVD conversion through the 1-Hour Photo Centers in the warehouses. The process is

easy: Just bring in the original movies or slides and fill out an order form. A time-saving move is to go to Costco.com before you bring the film to the warehouse. Click on "Photo" to access the online

1-Hour Photo Center and fill out an order form. You'll be asked to choose a theme for your new DVD, such as "baby" or "sports," and you'll give it a title. The theme applies to the way the main menu will look on the DVD.

The DVD organizes your video in handy chapters for easy navigation—no more scrolling through the entire tape to find a scene. And for movie film, the quality is improved during the conversion process, with colors brightened and film flicker reduced or eliminated.

One other feature: The new DVD has clever, brief music videos, showing short clips set to music. It's a fun way to see the video without watching the entire thing.

### Making more of your video

Many people will be satisfied with having the new DVDs to view at home. But what about storing, editing and sharing this footage? Costco's service offers two options:

- Each DVD comes with Digital Scrapbook, a film-editing program. You can select scenes, cut out unneeded footage, add a title and music, and click a button to email the video to others or post it on a social network.

- You can sign up for Memory-Safe™, a for-pay service that stores your video online in "the cloud."

MemorySafe offers advantages that are worth considering. It's a safe storage place for all your digitized home movies, and it offers the same video-editing capabilities you get with your DVD. Also, you can invite others, such as relatives across the country, to view the online videos, and they can order additional copies. It's easy to post your videos to Facebook and Twitter, and you can view them on an iPhone or an iPad through the MemorySafe app.

But for me, the biggest advantage with MemorySafe is having an entire video library in one place, easily accessible. For example, say I'd like to make a soccer video of one child, from first kicks to the last high school game. I can quickly grab scenes from throughout the collection and put them together.

Going through all these old videos has been an ambitious project, and the results are very rewarding, especially considering that all those images—from various years and technologies—used to be trapped in a box in my closet. [E]

### Connecting

You can get details about Costco's home-movies-to-DVD service at the 1-Hour Photo Centers in the warehouses and online at Costco.com. Costco members receive 90 days of free service on MemorySafe. You can also get slides saved to DVD through the service.





**KIRKLAND**  
*Signature*

# MAKE YOUR SPRING CLEANING EASIER.

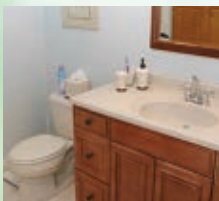
**Kirkland Signature™ Household Surface Wipes in the Eco-Pak**  
Kills 99.9% of bacteria in 15 seconds\*. Kills cold and flu viruses\*\*, too!  
Fast, effective, disinfecting power you can trust.



- Extra-large wipes are 43% larger than the leading disinfecting wipes
- Eco-Paks are easier to dispense than canisters; better for the environment, too\*\*\*!
- Fits Swiffer® mops

**Preferred by 9 out of 10 Costco customers\*\*\*\*.**  
**Only by Kirkland Signature. Only at Costco.**

**THE ONLY WIPE YOU NEED FOR ALL YOUR HOUSEHOLD NEEDS**



\*Effective in 15 seconds against the following every time you wipe: Escherichia coli (E.coli), Pseudomonas aeruginosa, and Staphylococcus aureus (Staph).

\*\*Effective against common cold viruses caused by Coronavirus and common flu virus caused by Influenza A/Hong Kong.

\*\*\*Package uses 83% less plastic than previous canisters

\*\*\*\*Source: A national independent consumer study among Costco members, May 2010.

Swiffer® is a trademark of Procter and Gamble, Inc.

**WAREHOUSE ONLY**



# Home insurance 101

## Protecting your biggest investment

IF YOU ARE LIKE MOST people, buying a home is the largest investment you will make in your lifetime. Home insurance helps protect that investment by providing coverage for the building itself, your personal possessions and liability for injuries to others while they are on your property.

What is the right amount of coverage to protect your assets? An insurance industry survey in 2008 reported that 64 percent of homes in the U.S. are underinsured. That means more than half of all homeowners would not have enough coverage to rebuild their homes if they suffered a total loss.

Consider the following guidelines and tips from Ameriprise Auto & Home Insurance when reviewing your home insurance needs.

**Housing structure.** Be sure to have enough insurance coverage to rebuild your home based on current construction costs in your area, not on what you paid for your home, and don't include the cost of the land. The cost to rebuild a home may be more or less than the price originally paid for the property.

❖ **Tip:** A quick way to estimate the amount of insurance coverage needed is to multiply the total square footage of the home by the local building cost per square foot. To determine the building costs in your area, contact a local real estate agent or builders association, or use one of the many online building-cost estimators.

**Actual cash value versus replacement cost.** Actual cash value pays to replace a home and possessions minus the cost of depreciation. That means if a claim is filed for a five-year-old TV, you will be paid the value of a five-year-old TV, which could be less than you expect. Replacement cost will replace your home and possessions for the actual cost without deducting depreciation. The premiums for replacement-cost insurance coverage can cost more than those for actual cash value coverage, but you are more likely to get an accurate reimbursement for your loss. Refer to your policy for complete coverage details.

**Personal possessions.** The coverage for personal belongings is based on the coverage on the structure of your home—typically between 50 and 80 percent of that amount. To make sure this is adequate, you should create a home inventory of all of your possessions, including the costs to replace each item. Standard home policies provide limited coverage for certain high-value items, such as fine art, jewelry or computers. Consider adding special personal property endorsements to your policy as additional coverage.

❖ **Tip:** Record a video inventory of the contents of your home, including items stored in structures such as a garage or shed. Update the video annually and store it in a safe deposit box. In the event of a loss, you will have an accurate record of your possessions, which makes a claim easier to process.

**Additional living expenses.** In the event that a major covered loss such as a fire or severe storm makes your home uninhabitable, additional living-expense coverage will pay for items such as restaurant meals, hotel or rental bills, and other living expenses that you incur while your home is being repaired. Home insurance policies generally provide about 20 percent of the amount of insurance on the structure of a home for additional living-expense coverage.

**Liability coverage.** Home insurance provides liability coverage for injuries or property damage that you or family members cause to other people. Make sure liability limits are enough to protect your assets; if you have investments, savings and/or additional property that are worth more than your current liability limits, you may want to purchase an excess-liability policy, often called an umbrella policy.

❖ **Tip:** Liability insurance also pays for legal expenses from a liability lawsuit. Homeowners should have at least \$300,000 to \$500,000 of liability coverage to protect their assets. Umbrella liability policies extend to both auto and home insurance and provide broader coverage for libel, slander and invasion of privacy—items excluded on standard auto and home policies. 📺

## The membership advantage

.....  
COSTCO MEMBERS are eligible for significant savings, outstanding service and exclusive benefits from Ameriprise Auto & Home Insurance, as more than 275,000 members have already discovered. In most cases you will receive a discount on your insurance premium just for being a Costco member.

Get a qualified auto insurance quote in May 2011 and Ameriprise Auto & Home Insurance will donate \$5 to participating children's hospitals. Since first partnering with Costco in 2008, they have helped raise more than \$240,000 for the Children's Miracle Network Hospitals.

To find out more, call toll-free 1-866-370-7998, or go to Costco.com and search "cmndonation."

Insurance is underwritten by IDS Property Casualty Insurance Company and Ameriprise Insurance Company, both in De Pere, Wisconsin. Each company is a subsidiary of Ameriprise Financial, Inc. Discounts and savings vary by state and apply to certain coverages. Insurance availability and coverage may vary by region or state. Ameriprise Auto & Home Insurance's California license number is 0C41813. Costco Insurance Agency, Inc.'s California license number is 0D08407. See the Ameriprise Auto & Home Insurance ad on the back cover of this issue for more details.



# What if...

we said that you probably should have started taking calcium at age 14?



**Calcium is the most abundant mineral in the body,  
and many of us simply don't get enough of it.**

Calcium requirements are higher in our teen years due to the rapid growth of our skeleton, and many of us start falling below the desirable intakes — even as young children.

And as we age, absorption efficiency declines, which is one of the reasons we need to consume high amounts of calcium as we get older. Both of our Kirkland Signature calcium products are scientifically formulated with the same active ingredients as the national brands, but you pay much less. So if you aren't taking a calcium supplement regularly, maybe it's time to start.

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# BIG TECHNOLOGY SMALL PACKAGE

PICK THE OPTIONS  
THAT ARE RIGHT  
FOR YOU.

Choose a color to  
match your hair, skin  
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Bluetooth® capability  
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Features vary by model.

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## WHAT'S NEW IN THE WORLD OF HEARING AIDS?

Hearing aids today are completely different from the hearing aids your parents or grandparents wore (or threw in a drawer because they were uncomfortable). Now, instead of needing constant manual adjustments, they're programmed by computer, with lots of automatic features that seamlessly adapt as your environment changes.

You won't notice the hearing aids ... you'll simply notice better hearing in all situations.

## ONE THING THAT HASN'T CHANGED: COSTCO VALUE PRICING

In addition to the exceptional value you'll find at our Hearing Aid Centers, we're also here to teach you how to incorporate all the latest hearing aid technology into your everyday life.

We start with a free hearing test to determine if you could be helped by hearing aids. After your purchase, follow-up appointments and adjustments are complimentary. And when you need hearing aid batteries, Costco offers a pack of 30 for just \$9.39.

**TO FIND A COSTCO HEARING AID CENTER NEAR  
YOU, CALL 1-800-744-2678 OR VISIT COSTCO.COM.**

We look forward  
to serving you.

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Costco is proud to offer products from three of the leading hearing aid suppliers.

**REXTON**

**ReSound**  
rediscover hearing

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Your hearing • Our passion

**350 locations  
and growing!**

11AB0502 2/11





# Costco takes the

# cake

## Kirkland Signature cakes rise above the rest

### BuyingSmart

Consumer reporter **Pat Volchok** gives a behind-the-scenes look at Costco products and services. Send your questions about this article to: [buying\\_smart@costco.com](mailto:buying_smart@costco.com).

IT'S CELEBRATION SEASON for grads and newlyweds, Mother's Day moms, Father's Day dads, Memorial Day service members and our country's independence. And nothing says "celebration" like cake!

### Batter up

Of the 36 Kirkland Signature™ items baked fresh daily in every warehouse, five are premium fresh filled cakes.

The two most popular of these (1 million are projected to be sold between May 1 and the Fourth of July) are Costco's decorated, fresh-each-morning vanilla and chocolate truffle mousse filling. They will serve up to 48 very happy guests.

Though they measure the traditional 12 by 16 inches, the cakes weigh 9.5 pounds (the industry standard is 6 pounds), which includes 2 pounds of vanilla cheesecake or chocolate truffle mousse filling. They will serve up to 48 very happy guests.

Costco demands the highest-quality ingredients for all their baked goods. The sheet cakes use cake flour (known to produce a smoother, lighter texture than regular flour), real confectionery sugar (sifted 10 times to make sure the icing is velvety smooth), vanilla and eggs. What isn't in the recipe is trans fats (more on that later). Additionally, old-world handcraft techniques are employed; skilled

decorators hand-apply the thick yet light and fluffy fillings, rich buttercream icings and detailed decorations.

Sue McConnaha, vice president of Costco bakery operations and Food Courts, tells me, "Many retailers are quietly downsizing their sheet cakes. Some are freezing their cakes off-site and then thawing, not including filling or charging extra for it. Not Costco."

Costco's sheet cakes can be purchased directly out of the refrigerated case or special-ordered with one day's advance notice. There's no difference in price, selection, freshness or quality between the cakes in the case and those special-ordered; personalization is free. (There



FRANCE FREEMAN



**More in archives**  
On Costco.com, enter  
"Connection." At Online  
Edition, search  
"buyingsmart."

Hand-decorating experts such as Alice Roundy (left) can create individual designs and detailed decorations, such as school colors (below).

are, of course, more special-order decorating choices.) Special-order forms, design samples and a drop-off box are located at each bakery's sheet cake kiosk.

Sheet cake choices are white or chocolate cake, white or chocolate filling, icing and a large selection of handcrafted designs. You can also order sheet cakes pre-scored into 48 equal portions.

More eye-popping, kid-oriented decorations in a kaleidoscope of colors were recently added. I particularly like the lovable dinosaur. The most popular choices are roses, balloons, rainbow and smiling sun.

Costco pastry chef and assistant general merchandise manager of Costco bakeries Jean-Yves Mocquet says of the decorations, "It's an art to decorate a cake with the right proportion, placement and depth. This is our signature, and I have no doubt we are the best."

## Cake walk

As for the three Kirkland Signature cakes crafted as 10-inch rounds, Costco bakery buyer Melanie Silva uses descriptive phrases such as "dreamy cream cheese," "traditional baking spices" and "profound chocolate."

The traditional red velvet cake is indeed dreamy, with its dramatic bright-red-tinted cake (three parts white and one part chocolate batter) set against sharply contrasting vanilla cheesecake mousse filling and cream cheese icing.

A flavorful feast unto itself, the carrot walnut cake is made with carrots, raisins and spices, apricot preserve-cream cheese filling, heady cream cheese icing and carrot-cake crumbs.

And the 7-pound All-American chocolate cake (the best covert late-night snack ever created) is loaded with rich chocolate fudge icing sandwiched between four layers of chocolate cake, topped with fudge icing and an added flourish of chocolate shavings.

## Torte reform

While I'm a stickler for leaving heirloom recipes as is, there's one change I heartily welcome. Costco has removed hydrogenated oils from all Kirkland Signature bakery baked goods, including cakes.

Part of the trans fats group, hydrogenated oils are

# Cake comparison

	Costco	Retailer A	Retailer B
Halfsheet	<b>Decorated</b>	Decorated	Decorated
Price	<b>\$17.99</b>	\$24.99	\$17.58
Unit weight lb.	<b>9.5</b>	8	6.625
Unit weight oz.	<b>152</b>	128	106
Per lb.	<b>\$1.89</b>	\$3.12	\$2.65
Per oz.	<b>\$0.12</b>	\$0.20	\$0.17
	<b>Filled</b>	Filled	No filling

Price comparisons made on 2/28/11 in Issaquah and Renton, Washington.



thought to be harmful to the heart, with studies showing trans fats raise "bad" (low-density lipoprotein) cholesterol and lower "good" (high-density lipoprotein) cholesterol.

Sue shares, "Exchanging hydrogenated oil for more natural nonhydrogenated oil blends was a monumental task. All recipes were redeveloped from scratch. There was no rest until we got it right."

Ingredient labels are being updated as they complete the transition. Meanwhile, you can have nutritional questions answered by calling Costco Membership Services at 1-800-774-2678.

## Seasonal cake additions

Costco bakeries in the U.S. and elsewhere employ 1,965 bakers and 1,186 cake decorators working a total of 1,062 ovens. Wanting to expand selections but needing more ovens, the department recently partnered with select non-Costco bakeries for a limited collection of high-end Kirkland Signature cakes.

Sue quickly points out, "Rest assured, the handcrafted baking standards members expect and Kirkland Signature demands are required of these cakes too. The recipes are ours and the cakes are fresh, with final inspections and finishings handled in our bakeries."

Look for strawberry peanut butter mousse cake, chocolate tuxedo mousse cake with chunks of brownies, and caramel mousse cake (European-style sponge cake topped with caramel-flavored mousse and filled with Bavarian cream—available this summer).

## Cake dough

I shop around for a wedding cake to serve 144 guests. A nearby national grocery charges \$24.99 per filled wedding-themed sheet cake, but the cake is not nearly as tall as Costco's, is shipped frozen and serves only 30 people, so you would need five cakes totaling \$124.95 (that's about 83 cents per serving). Three fresh Kirkland Signature wedding-themed sheet cakes with filling (\$17.99 each), the number required for 144 servings, total a mere \$53.79, or 37 cents per slice.

Remember, Kirkland Signature cakes are perishable. They can be refrigerated up to five days, or frozen and then thawed in a refrigerator 24 hours before serving.

Sturdily packaged, easily portable, ready-to-serve, stress-free Kirkland Signature cakes offer exceptional taste and value. I'd say the celebrating is already on the rise. [E]

# Icing on the cake

I ASKED COSTCO'S bakery pros what members might not know about Kirkland Signature cakes, but should.

- Each bakery confirms the graduation dates and school colors of nearby high schools and colleges, and is ready for last-minute requests.

- Members can bring in a color swatch and the bakery will try to match it in icing decorations.

- Samples of icings and fillings are offered.

- Seasonal designs are available year-round. (Anyone for a Christmas-in-July picnic?)

- Free personalization is possible on round cakes, as long as there is room.

- On the 2011 graduation cakes, the graduation cap design will be made of Belgian chocolate.

- You can request only part of a decoration or modify designs (such as switching five balloons to three for a child's third birthday).

- Candy confetti can be added for no additional charge.

- It's fine to add other Kirkland Signature bakery items to your special-order cake request.

- Don't need cake but wish to special-order five or more of any Kirkland Signature bakery items? Write your request on the bottom of a special-order sheet cake form and personally discuss it with a baker.—PV







A



B



**A. America's Test Kitchen Hardcover Cookbook Assortment** Choose *Light & Healthy 2011*, *The Best of America's Test Kitchen 2011* or *The Best One-Dish Suppers*, from one of the most recognized and respected brands in cooking. Item #575866. **Warehouse only.**

**B. Kirkland Signature™ Reversible Yoga Crop Pants or Yoga Tank Top** The comfortable, reversible, yoga pants feature a smooth waistband for a no-fuss fit and a hidden waistband key pocket. The yoga tank top features a close fit and is long enough for coverage. The breathable stretchy fabric wicks away moisture. Sizes: S–XL. Pants are black or charcoal with contrasting waistbands. Tank colors: pink, turquoise, black, purple, and lime. Item #551796 (pants), #551782 (tank top). **Warehouse only.**

**C. Huggies Fun and Sun Pack** An assortment of Huggies Little Swimmers and Huggies Little Movers Jeans Diapers. Huggies Little Swimmers disposable swim pants allow worry-free activity in the water. Huggies Little Movers Jeans Diapers mix fashion and fun and are shaped to fit and flex to keep up with fast-moving toddlers. Item #475310. **Warehouse only.**

**D. Allegra Allergy 24 Hour** Prescription-strength Allegra is now available over the counter. Powerful, non-sedating allergy relief all day with just one Allegra 24 Hour. Ninety tablets. Item #741290. **Warehouse and Costco.com.**

## SousVide™ water oven system



THE SOUSVIDE SUPREME DEMI WATER OVEN SYSTEM™ is the world's first water oven that cooks food in vacuum-sealed pouches submerged in a precisely controlled water bath at a constant temperature, locking in flavor and nutritional quality. Includes 9-liter SousVide water oven, SousVide vacuum sealer, *Sous Vide for the Home Cook* cookbook, a box of 20 1-quart cooking bags and a box of 12 1-gallon cooking bags. Item #551154. **Costco.com only.**





**Yellow Gold and Pink Freshwater Pearl and Rose Quartz Earrings**  
A perfect balance of elegance and fun. Sparkling rose quartz gems cascade over lustrous pink freshwater pearls in 14-karat yellow gold settings. Item #454342. **Warehouse only.**



## Ireland beckons

**IRELAND HAS BECOME** a favorite destination for members booking through Costco Travel. New self-drive countryside packages offer the value of a Costco Travel vacation set at your own personal pace. Start in Dublin, then drive (rental car included in the package) through the stunning countryside locales of Killarney, Galway and western Ireland. Extras include daily breakfast, select sight-seeing tours and other added values. Visit [Costco.com](http://Costco.com) and click on Travel.



**C**



**D**



**E**



**F**



**G**

**E. LEGO® Pirates of the Caribbean: The Video Game** All of the action and adventure of the hit movies. Players experience memorable scenes from the first three films, as well as the latest, *Pirates of the Caribbean: On Stranger Tides* (in theaters May 20). Available May 10 in 3DS, NDS, PS3, Wii and XBOX 360. PSP available online only. Several item numbers. **Warehouse and Costco.com.**

**F. Z-Line Stockton Home Office Executive Collection** Each piece in this six-piece collection features an espresso finish, clear tempered safety glass and metal frames finished in a champagne powder coat. Includes main desk, computer desk, bookcase, file cart, storage file cart and corner connector. Item #557301. **Costco.com only.**

**G. Glass Vase** Handcrafted in Poland, this elegantly designed vase will provide style and dimension to any decorative arrangement. Item #563538. **Warehouse only.**







## Balloons for Children's

EVERY MAY, Costco warehouses become festooned with balloons. What's the occasion? It's the launch of the annual Children's Miracle Network Hospitals fundraising campaign. The balloons are made of paper and each one represents the generosity of Costco members and employees who contribute to this worthy cause.

This year, the balloons will take on a new look as Children's Miracle Network Hospitals has updated their color and shape as part of a rebranding program. But what's behind the brand has stayed the same: raising funds that

flow to local children's hospitals around the country. These dollars support research and training, purchase specialized equipment and pay for uncompensated care.

Costco has been a sponsor of the campaign since 1988. It's one of the main charities that Costco supports, and 2010 contributions in the U.S. and Canada totaled more than \$16 million, not including a corporate match.

Warehouse employees get behind this campaign in a big way, according to Art Jackson, vice president of administration, and individual goals inspire competition to

raise the most funds. But ultimately it is the support of members that determines the fundraiser's success.

"The support of Costco members and employees allows us to make a significant contribution to the care offered by the Network's 170 children's hospitals," says Art.

With a mission to save and improve the lives of as many children as possible, these hospitals provide state-of-the-art medical help to youngsters suffering from major illnesses, such as cancer and cystic fibrosis, as well as all manner of emergency care.

Want to do your part? Balloons will be for sale at the registers during the month of May. They only cost \$1 (although \$5 balloons are also available), and your local children's hospital or a child you know might be the beneficiary.

To learn more, go to <http://childrensmiraclenetworkhospitals.org>.—Anita Thompson

## Chews Wisely.



Kirkland Signature™ Chocolate and Caramel Calcium Chews deliver the benefits of calcium in a convenient and delicious form. Perfect for today's on-the-go lifestyle — each chocolate and caramel chew is packed with 500 mg of calcium. Vitamin D and vitamin K help with the absorption of calcium. Calcium is necessary for building strong bones and teeth and for healthy muscle contraction.<sup>†</sup>

**The choice is easy.**



**"NEW Caramel Flavor Coming Soon"**

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE ONLY**



# Kids' birthdays—Hollywood style

AFTER SEVERAL FAILED attempts to sell his original screenplays to Hollywood, Costco member Tony Bustamante was almost ready to abandon his lifelong dream of making it in the movie business.

Instead, he found a new outlet for his screenwriting and production talents—one that provides him with great personal satisfaction and brings smiles to young boys and girls.

Through his company, Lights! Camera! Birthday!, the Westchester, Illinois, father of three turns kids' birthday parties into mini Hollywood-style movie sets where partygoers get to star in their own short feature film.

Party planners visiting his website ([www.lightscamerabirthday.com](http://www.lightscamerabirthday.com)) can choose one of Bustamante's prepared screenplays ("The Lost Guitar of Lazarre," a pirate tale, is a favorite) or work with Bustamante to create a customized script.

"On the day of the party, we show up with props, costumes, script, camera, lights—all the equipment we need to film the movie," he explains. "Then the kids get all dressed up, I coach them on what to say and we roll the tape."

When filming is complete, Bustamante and his assistant edit the raw footage, add music and burn the final DVD. When possible, the postproduction work is completed on-site, so the kids can go home with their own copy of the movie the same day.

Bustamante doesn't mind not making it big in Hollywood: "Being able to deliver a personalized keepsake that kids can watch, that moms and dads will look at years later when their boy or girl is grown up—for me, that's as gratifying as winning the Oscar for best movie."—David J. Dee



ROBERT BRACHER

## Historic walk

ACCORDING TO family lore, Carole Estby Dagg's great-grandmother Helga Estby and great-aunt Clara Estby walked roughly 4,000 miles across America in 1896.

Why? A mysterious party back East wagered \$10,000 the pair could not walk from Washington state to New York in seven months. It was an offer Helga Estby could not refuse, as the family farm was facing foreclosure due to her husband Ole's back injury and the Panic of 1893.

Dagg re-creates their journey in the book *The Year We Were Famous* ([www.caroleestbydagg.com](http://www.caroleestbydagg.com)), letting her imagination fill the gaps between known facts found in old newspaper articles.

Mother and daughter headed east along the railroad tracks from Mica Creek (near Spokane), armed with a compass, maps, first-aid supplies, a pistol and journals. They wore out 32 pairs of shoes, and survived a highwayman attack and days without food or water. You'll need to read the book to find out if they made it on time.

Over 15 years, Dagg, a Costco member in Everett, Washington, researched, wrote and revised the story. Then, in 2006, the retired librarian and accountant won the Society of Children's Book Writers and Illustrators' Sue Alexander Award for most promising new manuscript for children 11 years and up, which ultimately led to a book contract.

"When I was younger I didn't like history," says Dagg. "But when you're looking at real people, you get enmeshed and it becomes much more interesting. Maybe it's an inherited perseverance gene from my ancestors."—SM



a printer produce the cards.

Cook launched Cards by Jean Stoddard ([www.jeanstoddard.com](http://www.jeanstoddard.com)) in October 2007 and has sold thousands of 12-card sets at \$15 each. She fulfills the orders out of her Stamford, Connecticut, home.

Says Cook, "I know my mom would be smiling if she knew about this project."

—Shana McNally

## Painted memories



JEAN STODDARD was born in New York in 1917 and lived most of her life overseas in more than 15 countries, first as a daughter of a U.S. military attaché and then as the wife of a U.S. diplomat. As she moved around, she loved to paint what she saw.

After she died in 2006, her daughter Kiki Cook decided to honor her memory by producing greeting cards from her paintings. She chose 12 paintings from more than 300 painted by her mother (many owned by relatives), took pictures of them and had

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